On Guard...

The AMERICAN HOME

15¢

September 1944

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YOU NEED 2 LIVING ROOMS • *POSTBALONEY!* • WOMEN WHO LIVE ALONE





OPEN THE DOORS and everything is right at hand. No wasted motions. It's such an easy kitchen to keep in order. Easy to keep clean, too, with its floor of Armstrong's Embossed Inlaid Linoleum, Style 5641, with rounded cove base, and its black linoleum sink top.



CLOSE THE DOORS and all signs of meal preparation disappear behind the gay, friendly "home town" mural. List of furnishings and sketch of room plan will be sent you free. Just write us. And see offer below of a whole bookful of smart ideas like this.

There's no other kitchen like it in town!

GRACE THOMPSON, my next-door neighbor, stopped in the afternoon I was starting to prepare the first meal in my new kitchen—just as I was opening the big doors. I wish you could have seen her face. For a minute she was speechless—and that's something for Grace!

Finally she said, "I declare to goodness, Myra, that's the first *really new* idea in kitchen planning that I've seen for years."

I just went ahead and Grace kept on talking. "Look at the way everything's so handy . . . all in plain sight . . . no clatter and confusion getting things out . . . and imagine being able to shut everything out of sight after dinner, just by closing two doors!"

Grace had to close them herself, just to see how they worked. And then she saw the map of our town! It was worth all the nights Tom and I had spent on it to hear Grace rave. You should have heard her when she saw the farm where she was born—even the big white barn. She stood there for ten minutes picking out landmarks—the little white church, the old courthouse, the little pond on the edge of town where we take the children to sail their boats. If I hadn't stopped her, she would have called in all the neighbors right then and there to see my "masterpiece," as she calls it.

Well, she was so enthusiastic I let dinner slide for a few minutes and showed her everything—the hardwood work counter, inside the all-in-one closet, that really takes the punishment of cutting and pounding—the two cupboards in the corner, one for my cleaning things and the other for dishes—my new Armstrong's Linoleum Floor . . .

Right there Grace broke in. "I thought it must be Armstrong's—it looks so nice. And you know it does more for this kitchen than you think. The color's so perfect, so rich and . . . well, you certainly must be proud of it."

Yes, I am proud of my Armstrong Floor—and thankful, too. It's so easy to keep spick-and-span, so comfortable underfoot. I insisted on Armstrong's, and I'm surely glad I did.



BOOK OF SMART IDEAS for kitchens and every room in your house . . . will be sent if you write for "Ideas for Old Rooms and New," by Hazel Dell Brown. It's filled with practical do-it-yourself suggestions for your home taken from the personal scrapbook of this famous decorator. All are illustrated in full color. For your copy, just enclose 10¢ to cover mailing (outside U.S.A., 40¢). Address Armstrong Cork Company, Floor Division, 4409 Pine Street, Lancaster, Pa.

ARMSTRONG'S LINOLEUM FLOORS

for every room (A) *in the house*

MADE BY THE MAKER OF ARMSTRONG'S QUAKER RUGS, ARMSTRONG'S LINOWALL, AND ARMSTRONG'S ASPHALT TILE



If it never rained on washday...

IT'S A CRYSTAL-CLEAR DAY . . . with a soft breeze just stirring the tops of the poplars in your back yard.

You hum a tune as you pin up your snowy-white linens in the warm sunlight. How wonderful it would be, you think, if all washdays were as perfect as this!

Unfortunately, though, it often rains on washday.

And then, added to your other washday duties, is the problem of finding a place to hang clothes in the cellar or attic—or trying to "iron" soggy things dry.

But after the war, *all washdays can be perfect days.*

You can have a *General Electric laundry* in your home . . . to save you hours of work . . . and let you laugh at the weather! There'll be

— a wonderful new *G-E Automatic Washer!*

— *a G-E Tumbler Dryer* that dries clothes just as you like them—regardless of the weather outside! Saves lugging cumbersome baskets outdoors.

— *a G-E Flat-plate Ironer* that irons shirts, curtains, everything crisp and beautiful!

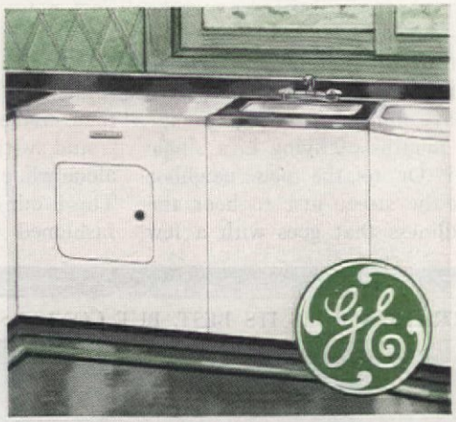
— *a G-E Hand Iron* that takes the guesswork out of ironing. "Dial-the-fabric" indicator automatically gives correct heat for every fabric. Safety light tells when to start.

— *a G-E automatic Water Heater* that sees to it there's *plenty* of hot, hot water!

Why not start planning now to have this *G-E all-electric, all-weather laundry* in your home, after victory? General Electric Co., Bridgeport, Conn.

Tune in: "The G-E All-Girl Orchestra," Sunday 10 p. m., E.W.T., NBC—"The World Today" news, every weekday, 6:45 p. m., E.W.T., CBS.

FOR VICTORY—BUY AND HOLD WAR BONDS!



G-E Automatic Washer . . . to help you breeze through washday, after victory! Just toss in the clothes, and turn a switch. This sparkling G-E beauty will wash, rinse, damp-dry—*all by itself!*

All-Electric Laundry

"Everything Electrical for After-Victory Homes"

GENERAL ELECTRIC



OLD FASHIONED NEIGHBORLINESS



We open our homes to the men in service and ask them to dinner or a barbecue with the family—let's do as much for the homesick women

ETHEL McCALL HEAD

CAN you begin to imagine what it means to the soldier's wife who has been waiting three months for a letter to be asked in for a cup of tea? To the wife of a young sailor to bring her baby and have Sunday dinner "in a real home" after months of living in a single room? Or to the new neighbor down the street just to hear the friendliness that goes with a few pointers on where to buy vegetables or have a suit cleaned or what doctor to call in an emergency? Our communities are filled with women who have followed their soldier husbands to new bases, or their civilian husbands to war jobs —and with women carrying on alone while their men are overseas. This is our chance to put good, old-fashioned friendliness into prac-

THIS GENERATION DOES ITS BEST, BUT CONVERSATION IS ONE-SIDED



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BUY MORE WAR BONDS

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"If my mother could see me now!"



"Poor Mom. Always claimed I was born helpless!

"When I married Mac, she even warned him I couldn't boil water or make a bed right. But oh, Mom—look at me now!

" 'Can't boil water'? Why—I'm putting up almost my whole winter's supply of food!

" 'Can't make a bed'? Mom should see my hospital corners and the expert way I smooth out my lovely Cannon Sheets! What's more, I'll bet I could show Mom tricks about getting *extra wear* out of sheets!

"Just because Cannon Sheets are *naturally* wear-wonders doesn't mean I shouldn't give 'em a little *help*. Especially these days—when Uncle Sam says Make It Do.

"Are you listening, Mom?"

I'm a Whiz on Washday

1-2-3—and my sheets are on the line!

1. I soak 'em 15 minutes in clear cool water.
2. I whisk 'em through billows of suds. (Two sudsings if they're extra-dirty.)
3. I rinse 'em till the last water is super-clear!

I'm Inspired When I Iron!

Inspired—by the thought of getting more wear from my sheets! I don't ever let my iron get a *teeny trifle* too hot. I *never* press the folds, just smooth 'em in by hand!

I Make Pets of My Sheets

Oh, how I pamper 'em! Never use 'em for laundry bags. Always give 'em a rest between usings. Lift 'em respectfully off the bed instead of yanking!

I Tip Off Ladies-in-Need

When gals *must buy sheets* (and they shouldn't buy otherwise)—I tell 'em about Cannon Percale Sheets! These smooth beauties cost just about the same as heavy-duty muslin sheets. And they're *so* soft and light—though they're woven with 25% more thread per inch than best-grade muslins!

★ FOR VICTORY BUY U. S. WAR BONDS AND STAMPS

I Give Another Good Steer

If stores are temporarily out of the exact sizes someone wants in Cannon Percales, I say, "Why not ask to see Cannon *Muslin* Sheets? They're well-constructed—long-wearing—a real *value!*"

P.S. Do I need to tell you how grand Cannon Towels are?

CANNON MILLS, INC., NEW YORK 13, N.Y.

TRADE MARK CANNON

Cannon Percale Sheets

MADE BY THE MAKERS OF CANNON TOWELS AND HOSIERY

tice. Friendliness is needed now.

Recently, I spent an afternoon in the home of a young woman who had asked two soldiers' wives to tea. It was a modest home but there was a bowl of marigolds on the tea table and the smell of fresh gingerbread in the air. One of the army wives was very quiet, but as they left, she said, "It's wonderful to be in a real home. Joe and I had a little house for a year. Of course, I am happy to be near him, but I do miss a home terribly."

As a home service worker for the Red Cross, I come across this homesickness and loneliness again and again. When I called on a young woman with a three months' old baby not long ago, she greeted me cheerfully. The baby was fine. Bill had just written. She had adequate funds . . . "It's just that I don't know anyone here and I get so lonely." And that explained the traces of tears. So one day I brought Sally and the baby home with me and we made tea and cinnamon toast. In the course of our conversation, I admitted I couldn't make a good berry pie. But Sally could—and did! We have become good friends and sometimes we get a neighbor's fourteen-year-old daughter to take care of the baby while we go to the movies.

Another time I met a soldier's mother—she was partially crippled by paralysis but had come from Minnesota, where she had lived all her life, to Los Angeles to be near her son in an army camp. "I only have Jim and this way I see him about once every three weeks and it's worth being here for that. But I miss having some neighbors drop by." As soon as possible, I casually mentioned her to an elderly friend, who said, "But that's awful! Someone ought to call on her!" She did. She saves her gasoline now to take her new friend for short drives along the ocean.

Then, there was a young woman who was one of the most efficient workers in a USO canteen in San Francisco . . . she volunteered to work all day Christmas so the people with families could stay home. Her husband was overseas. She was fine as long as she kept busy, but when it was over and she was finished for the day, there wasn't anyone to go home to and the senior hostess found her crying at the prospect of a lonely supper and evening. Of course, that isn't what happened in this case. She was

Important: Letters requesting information should be accompanied by a stamped, completely addressed envelope. Manuscripts and illustrations will not be returned unless accompanied by the necessary postage. They will be handled with care, but we cannot possibly assume responsibility for their safety.



Saves you work...but also saves your things!

It's true that Bon Ami makes quick work of dirt. But more than that! It makes your sink and bathtub *easier to keep clean.* For Bon Ami doesn't rely on coarse grit for its effectiveness . . . doesn't mar your porcelain with tiny scratches that catch and hold the dirt, making it harder and harder to clean. Besides, Bon Ami is so easy and pleasant to use. Keeps your things so bright and polished-looking. Just use this *safe* cleanser regularly—*and see!*



"Nothing like Bon Ami Cake for windows!"

It's just as important to *polish* your windows as it is to wipe off the dust, dirt and fingermarks! Bon Ami Cake does both at once. Cleans glass quickly, easily . . . leaves it polished crystal-clear. Use it for mirrors and windshields, too!



Bon Ami

"hasn't scratched yet!"

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LINOLEUM

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IDEAS FOR ROOMS!—Send two 3¢ stamps to Dept. 1444, nearest Pabco office below.

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THE PARAFFINE COMPANIES, INC.

NEW YORK 16 · CHICAGO 54 · SAN FRANCISCO 19

Makers, also, of Pabco "Stainless Sheen" Surfaced Guaranty Rugs and Floor Coverings



EMERGENCY STEERING STATION on U. S. battleship. The helmsman gets steering instructions over a battle telephone. The two other men are intently watching their gauges.

The Big "Battle Wagons" Are Run by Telephone

There are more than 2000 telephones on just one battleship. And many, many thousands on all the ships in the Navy.

The needs of war have first call on the country's manufacturing capacity and manpower. That is why there is not enough telephone equipment to take care of all civilian requirements and why many people now have to wait for telephone service.

It will be some time before all who want service can get it. We'd like those who must wait to know that we shall continue to do everything possible to shorten that time.

BELL TELEPHONE SYSTEM

"GIVE 7 TO 10 TO THE SERVICE MEN"

and help their night-time Long Distance calls from the camps get through quicker to the folks at home.



SKILL makes the DIFFERENCE in home insulation, too!

"Insulation is no better than the man who installs it"*—
you can rely on your Johns-Manville Home Insulation Contractor

Why is this important to you? Because the finest insulating material anybody can make won't be effective if it's installed in your home in a slipshod, careless or skimpy manner.

You can't *see* the difference, but only the right kind of a job results in maximum comfort and fuel savings.

Remember, you buy Home Insulation only once. And properly installed it pays for itself.

That's why every contractor for Johns-Manville "Blown" Home Insulation is carefully selected on the basis of his integrity, experience and reputation.

In addition, his work is rigidly supervised by Johns-Manville until he can satisfactorily meet the high standard of J-M specifications for the scientific insulation of homes.

Why not take the first step by sending for the free Johns-Manville Home Insulation book which gives you the fascinating story.

*Quoted from U.S. Bureau of Mines Circular 7166

Here's what happens on a slipshod job: Note voids... "Leaky," incomplete insulation will cause cold spots. A J-M job is complete in every detail—J-M Rock Wool is "blown" in to the exact, efficient firmness that helps keep winter heat IN and summer heat OUT.



NOW—No Down Payment, Three Years to Pay!
To stimulate fuel conservation, the U.S. Government has authorized a liberal Extended Payment Plan, so that you can insulate your home now, pay first installment as late as Nov. 1, with 3 years to make easy monthly payments.

FREE Book tells fascinating story of Rock Wool Home Insulation—*Mail Coupon Now!*



JOHNS-MANVILLE, Dept. AH-9,
22 East 40th St., New York 16, N. Y.

Without obligation I would like a free copy of your Home Insulation Book, "Comfort that Pays for Itself."

Name_____

Address_____

City_____ State_____

JOHNS-MANVILLE "BLOWN" HOME INSULATION

taken into the senior hostess' home for a real Christmas dinner. She said later, "You've made my Christmas—just being with a family has been a beautiful ending for a day I dreaded. Now, I'm going back to my room and write Pete a long letter all about it."

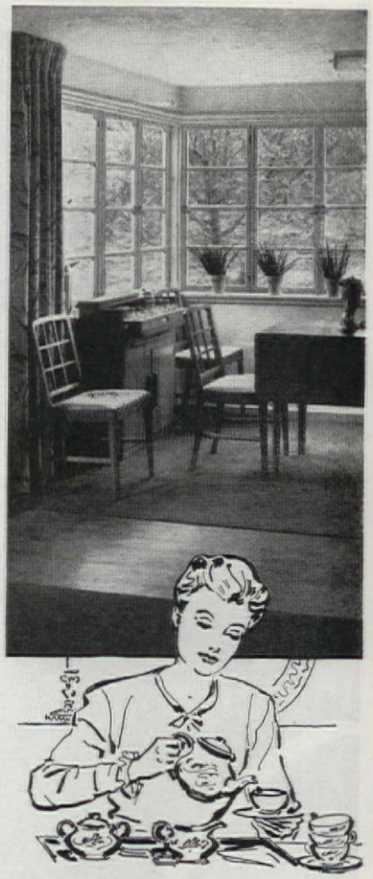
A middle-aged couple, with two sons in the service, are sharing their spacious home with an army wife who has a year-old baby. It's no Lady Bountiful arrangement but one of give and take. The young woman and her child have a home; the older woman has help with the housekeeping. Her husband said, "It's so nice to have someone young in our house again. We love it. We are crazy about the baby and are getting in some practice for the time when we'll have grandchildren of our own."

One woman, working with War Housing, saw such great need of homes for newcomers and met so many lonely young women that she has decided, "No sailors, soldiers, WACs or WAVEs for my war work. I've picked the WIVES for my interest. They need to feel they *belong* in some way to the communities to which the war has brought them." She has begun reserving Friday afternoons for servicemen's wives and their children. They play bridge or sew and the children have graham crackers and milk, the mothers hot coffee and some homemade treat. The group is kept small and, in that way, the wives get to know each other.

In many places the YWCA and the USO have tried to make life more cheerful for women far from their own homes. In Highland Park, Illinois, local women undertook a house-to-house canvass to find housing for the army and navy wives. In meeting these women they were impressed with the loneliness, worry over departure of a serviceman husband and anxiety over a coming baby which seemed to be the common lot. They tried out a club program for these wives but what they appreciated most was an invitation to a "real home." Wherever we live, there are plenty of opportunities to exercise neighborliness to the WIFE who lives down the street and knows no one.

CHRISTMAS MAIL

"Christmas Mail Month" for the boys overseas will run from September 15 to October 15. Christmas packages will be accepted for mailing only within present limitations of weight and size: 5 lbs., 15 in. in length and 46 in. in length and girth combined. Perishable articles will not be accepted and fragile articles will be discouraged. Mail early and please address packages properly.



New ideas for your postwar DINING ROOM
In this helpful Book

Plan sunny cheer for your postwar dining room! Get new ideas on bay windows—corner windows—interior doors that increase convenience and save steps! You'll find dozens of usable dining room ideas in "The New Open House"—a 32-page postwar idea book that shows you how to create an atmosphere of gracious living with doors, windows and woodwork of Ponderosa Pine. Plenty of helpful suggestions, too, for your postwar living room—bedrooms—kitchen . . . hints on increasing comfort and convenience throughout the home. You'll find "The New Open House" a source of inspiration. Mail coupon today for your copy.

Ponderosa Pine
WOODWORK



SEND ONLY TEN CENTS FOR THIS STOREHOUSE OF IDEAS
If you plan to build a new home or remodel your present one in the postwar period, "The New Open House" is a must. Only ten cents brings you this source of inspiration and ideas. Mail the coupon.

PONDEROSA PINE WOODWORK
Dept. ZA-9, 111 W. Washington Street
Chicago 2, Illinois

Please send me a copy of "The New Open House." I enclose 10 cents.

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Address.....

City.....*State*.....

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Pearl Buck's best seller has become a truly fine picture . . . exceeding even "The Good Earth"!



Her fiery words lit a flame in his heart . . . they fought for a great cause together!



He scorched the good earth . . . destroyed all that he loved . . . to thwart the hated invader!



The things he had seen . . . the terror he lived through . . . turned him into a maddened killer!



Luxuries came to the traitor who loved wine and women . . . and laughed at those he betrayed!



"Jade" the beautiful and valiant . . . a fighting tigress . . . in her hand she held a people's fate!

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Produced by PANDRO S. BERMAN · A Metro-Goldwyn-Mayer Picture



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THE FINEST ALUMINUM
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WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

CONTRIBUTORS



• • • **BARBARA JENKS BARSTOW.** From this issue forward, the sight of a Hitchcock chair or Boston rocker will set the beholder to wondering whether some lovely old design, a rosette or piece of fruit, might not be hidden under all the layers of paint. Perhaps it should be stressed that Mrs. Barstow is especially qualified for her success in restoring such designs. She is a graduate of Boston University Art Department — later taught there—and of the famous Ecole des Beaux Arts at Fontainebleau.



• • • **LIONEL WURTS** should be in line for a medal of appreciation from the small boys with errant baseballs for, on page 68, he tells how to mend broken window glass. He went into architectural photography 50 years ago and, besides household topics, writes on photography. He revels in scientific and mechanical problems.



• • • **BLANCHE WHEELER'S** job is the promotion of fun at parties. To her way of thinking, one dull moment is too many. She plans good times for all ages, from the kindergarten on up, and broadcasts her ideas via the air and the printed page. Her own leisure is crammed with work for the USO, nurse's aid duties, and Victory gardening. She does so well with her garden that she kept four families supplied with vegetables all summer, and intends to expand. "Boy," her 108-pound Spaniel, cooperates by never putting a foot in her garden. He watches from the edge.







MORAL: *For appliance repair or care for your hair... "Look in the Classified."*

The Classified section of the telephone book is a big help today when things need attention for more wartime use. Busy women save time and steps by turning first to the Classified for answers to problems of repair...for dealers in trade marked products and services.





Mrs. G. is a Home Front General



SHE PLANS AHEAD as generals have to do. Budgets her time, money; balances nutritional values for healthful meals. Right now she's working out tomorrow's dinner. It must be *quick* and *cool*—tomorrow's canning day. Happy thought! Sugar-cured *Prem*, the ready-to-eat meat that's delicious hot or cold!



HER KITCHEN IS G. H. Q. for all the home-canners in the block. Mrs. G., proud owner of a pressure cooker, is glad to let the other Victory Gardeners use it too. Non-acid foods (and that means all vegetables except tomatoes) are not entirely safe if canned by any other method. Cooking time varies for each vegetable, of course.



CANNING IS FUN when they all work together. One squadron prepares foods; another sterilizes the jars; another fills the jars. They're doing green beans and corn in pressure cooker; tomatoes, peaches, pears, by hot-water-bath method. Good eating, good vitamins and good meal-time variety for all next winter!



GOODNESS ME—IT'S 6 O'CLOCK! Only 15 minutes till Jim comes home, and dinner still to get. But *Prem* makes it easy. It's chilled and ready to serve. And the 12 oz. can means plenty for Mom, Jim and Junior. Add tomatoes, cottage cheese, and corn—there's an elegant and hearty meal!



BOTH THE BOYS GRIN when they see this dinner. Jim and little Jim sure go for sugar-cured Prem. Mrs. G.'s strong for it, too. All solid meat, no waste, Prem is easy on the budget. Fine for nutrition, with its high-quality protein, B vitamins, and minerals. And Prem is *Swift's Premium* quality meat!



Prem

a Swift's Premium Meat



Prem, sugar-cured the exclusive Swift's Premium way, comes in oblong and round tins and in glass jars.

Treet gives new goodness to quick and easy meals

Here's another new Treet recipe to add to your collection of favorites!

BUY THE BEST

BUY ARMOUR'S TREET



Recipe

Hot or cold...baked, fried, diced or sliced... Treet is the meat for folks who love good food. Be sure to try this new recipe for Treet Corn Casseroles. It's one of the easiest meals you can fix...and so *tasty!*

Treet Corn Casseroles

1 can Armour's Treet
¼ cup Mayflower Margarine or drippings
½ cup chopped onions
5 tbsps. flour
2 cups milk
1¾ tsps. salt
⅛ tsp. pepper
2½ cups cooked whole kernel corn (No. 2 can)
⅓ cup chopped green pepper
⅓ cup dry bread crumbs

Melt fat and lightly brown onions. Blend in flour. Add milk gradually and stir until thick. Add seasonings, corn and green pepper. Fill 4 individual casseroles or 1 large casserole half full with corn mixture. Sprinkle with crumbs and finish filling with corn. Cut loaf of Treet into 8 slices and place 2 on top of each corn casserole. Bake 30 minutes in 350° F. oven. 4 servings.

Treet is Mighty Good Cold, Too!

For a quick, cool meal, slice chilled Treet and serve with potato salad on tomato slices. Treet is tender, juicy pork shoulder meat... delicately seasoned, then vacuum cooked in its own juices. It's an excellent source of vital Vitamin B1. Enjoy it often! Keep an extra can of ready-to-serve Treet always on hand.

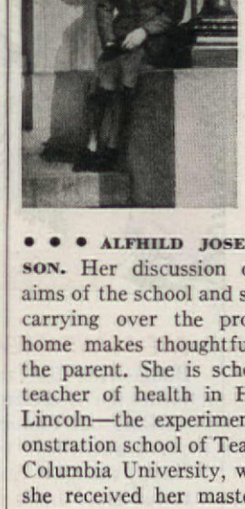
Buy War Bonds and Stamps

Tune in "DATELINE" Every Monday Night Over CBS. Thrilling Behind-the-Fronts Program. See Local Paper for Time.

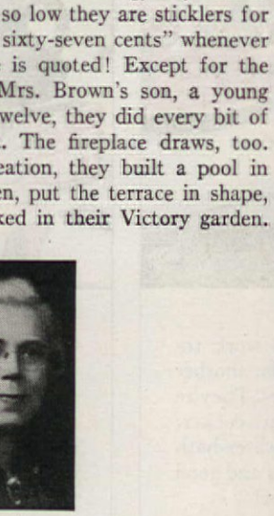
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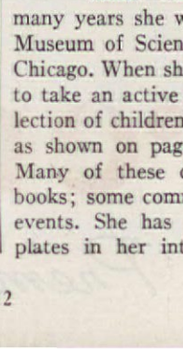
CONTRIBUTORS



• • • **ALFHILD JOSEPHINE AXELSON.** Her discussion of the health aims of the school and suggestions for carrying over the program in the home makes thoughtful reading for the parent. She is school nurse and teacher of health in Horace Mann-Lincoln—the experimental and demonstration school of Teachers College, Columbia University, which is where she received her master's degree.



• • • **MARCEILLE BROWN** and **AMY GAMBLE** built a house, an amazing feat. Still more amazing, they built it at a cost so low they are sticklers for the "and sixty-seven cents" whenever the price is quoted! Except for the help of Mrs. Brown's son, a young man of twelve, they did every bit of the work. The fireplace draws, too. For recreation, they built a pool in the garden, put the terrace in shape, and worked in their Victory garden.



• • • **MARY BOSTWICK DAY.** For many years she was librarian of the Museum of Science and Industry in Chicago. When she retired, she began to take an active interest in the collection of children's ABC plates, such as shown on page 58 of this issue. Many of these depict scenes from books; some commemorate historical events. She has over 200 of these plates in her interesting collection.

Sudden Stopper Comes a Cropper



QUICK... THE IODINE BOTTLE!

• Those cuts, scrapes and scratches that go scarcely deeper than the skin and *seem* harmless, might lead to serious infection. So don't neglect them. Do as doctors do... paint them with Iodine—a germicide which has stood the test of time.

IODINE EDUCATIONAL BUREAU, INC.
120 Broadway, New York 5, N. Y.

IODINE
Foe of Infection



A bright and ambitious young scholar
Repaired his Pa's desk for a dollar.
But shortly thereafter
'mid jeers and some laughter
It all came unglued—did he holler?

THE TROUBLE was, this schoo boy didn't know his glues. He should have used Casco—the glue used in every progressive school shop —the glue that sets chemically . . hardens permanently. Casco is water-resistant, durable, and economical . . mix it as you need it. Grand for repairing all kinds of furniture and scores of household articles. Sold at all hardware stores.

For free Casco Gluing Guide, send post card to Casein Company of America, Dept. H 350 Madison Ave., New York 17, N.Y.

CASCO
Powdered casein
GLUE

"Sets chemically . . . hardens permanently"

TAKE A LOAD OFF YOUR MIND AND YOUR TIRED FEET...



Here's an easy dish for a dressy meal that hits the spot with all!

TOMATO-POTATO SALAD

6 cups cooked, diced potatoes
¼ cup chopped onion
1½ teaspoons salt
¾ teaspoon pepper
Hellmann's or Best Foods Real Mayonnaise
Chopped parsley
4 tomatoes
Grilled frankfurters
Romaine or salad greens

Toss potatoes, onion, seasonings together lightly. Mix ½ cup *Real* Mayonnaise with one chopped tomato. Add to potatoes and mix well. Pack firmly into an 8-inch layer pan. Chill thoroughly. Loosen from sides of pan. Unmold on chop plate. Frost top of potato salad lightly with *Real* Mayonnaise. Sprinkle parsley around edge, garnish center with tomatoes, sectioned. Arrange remaining tomatoes, sectioned, with frankfurters and romaine or salad greens around potato salad. Serves 6.

● Company coming—and *you* fresh out of ideas and energy? Family bored with their food—*you* bored with meal planning...worn out with hot weather, war work?

Relax. We dreamed up this salad *special for you!* Out of simple ingredients everyone likes. Put together with a flair for flavor and for making food look exciting. Hearty enough for a satisfying main dish.

Try it tonight—or tomorrow, or Sunday. It's so very easy to make!

We recommend—Real Mayonnaise

We *make* this *Real* Mayonnaise and know what's in it—what it adds to your salad in *real nourishment* and *flavor*.

Eggs freshly broken from the shell, added egg yolks, our exclusive "Fresh-Press" Salad Oil, mild vinegar, spices—all double-whipped to a satin smoothness—that's *Real* Mayonnaise! Stretch it with milk or fruit juice, it's *still* creamy-textured—not watery.

Other uses: Spoonful for spoonful, this *Real* Mayonnaise provides almost the same amount of food energy as vitaminized margarine, or butter. Good for many of the same uses...in tasty cooking...as a spread for bread.

COOK WITH MAYONNAISE?



But certainly, madam! Try these extra-flavor dishes with *Real* Mayonnaise



GOLDEN BROWN STUFFED EGGS

Cut 6 hard-cooked eggs in half lengthwise; remove yolks. Mash. Add 1 tsp. Best Foods Mustard-with-Horseradish, 3½ tbsp. *Real* Mayonnaise, 1 hard-cooked egg finely chopped. Fill whites with yolk mixture. Dip in 1 cup fine dry bread crumbs, then in well-beaten egg to which 2 tbsp. water has been added; dip again in crumbs; place in Nucoa'd baking dish, dot with Nucoa, bake in moderate oven (350° F) 20 minutes. Serve with tomato sauce and green pepper rings. Serves 6.



STRING BEANS DE LUXE

Cook 1½ pounds of string beans in boiling, salted water until tender. Drain and serve with a generous amount of *Real* Mayonnaise. Equally delicious, served in the same way, are freshly cooked broccoli, carrots, peas, cabbage, spinach, beets, and small white onions.

GROW MORE IN '44
FOOD FIGHTS FOR FREEDOM

● *Replant now for a fine fall garden. Enjoy vitamin-rich vegetables with Real Mayonnaise.*



BEST FOODS = HELLMANN'S

Real Mayonnaise

A PRODUCT OF BEST FOODS



Roses in Victorian wire stand. From a painting by Pascal L'Anglais



Pinocchio, a Floribunda
Jackson and Perkins Co.



Moss Roses
From a water-color by Edith F. Johnston

Roses...

Fall is the time to plant them.... Now is the time to order them.... Always is there justification for enjoying them.... Here are hints for those who would grow them

JUDGING by last spring's demand for rose plants, stimulation of increased interest may be unnecessary, and even embarrassing to overtaxed sources of supply. So we'll call these notes merely reminders of basic facts that rose growers—actual and would-be—should keep in mind. The first is that, in our modern gardening calendar, September, no less than June, is the month of roses. Sometimes, indeed, the late summer bloom of remontant sorts is more abundant and perfect than the spring flowering, being less subject to insect injury and sudden onslaughts of scorching weather. Another point is that, generally speaking and in most regions, fall planting—that is, after the plants have matured but before hard freezing weather sets in—is preferable to spring planting. This is especially true while victory gardens have first call on our time in the busy spring season, but there are also arguments based on climatic and other growth-influencing factors.

Hence the wise gardener will make his selection promptly and place his order soon; otherwise labor shortages and reduced propagation activities in nurseries may combine to bring disappointment and the return of late remittances. Incidentally, this situation has an advantageous side, for the strictures and hardships that affect all business in wartime are, of course, felt in the nursery industry and have acted to squeeze out of it a good many small, irresponsible or fly-by-night concerns—those that were in it mainly for any easy money that could be made and which the industry—and its clients—can well do without. Thus the business of the last two years has been done, in the main, by the better class firms whose quality of stock and standards of service have held up, even though their inventories, working forces and ability to fill orders may have been reduced. Buyers have, perforce, dealt with real representatives of the nursery business as they—and we—like to think of it. More good stock and less poor stock has been handled (good firms don't bother to produce, dig, pack, and ship culls), and consumer satisfaction has been relatively greater. The lesson here for both buyer and seller is: grow and buy good plants, from reliable sources, and don't underestimate their worth and the care they need and deserve. Learned and remembered, this lesson can benefit all concerned and help keep horticulture generally on a higher level.

NOW in classifying rose types in relation to various home garden uses, let's start with those of largest stature—the climbers. Of these there are two main groups: the polyanthas or small-, cluster-flowered, represented by the well-known Ramblers and their descendants; and the large-flowered, in which there is considerable variation in form and type of flower, growth habit, etc. The climbing tendency varies widely from a rampant, stalwart growth that will cover trellises, arbors, and even garden houses, to a less vigorous form suitable for the draping of pillars, and a loose, sprawling habit that serves admirably as a ground cover or to clothe steep banks and the edges of garden steps. Next in size come the shrub or species roses which supply charming informal background and hedgerow effects, require a minimum of care, and are long lived and, in most cases, hardy. The majority are, as the name implies, true botanical species, but there are also some hybrids of especially handsome and useful kinds. Next, and probably best known of all, come the bedding roses, usually grown for cutting, but strikingly effective, too, in mass plantings. Here are the Hybrid Perpetuals which mostly expend their year's display of beauty in one

PRIMER FOR THE AMERICAN HOME GARDENER





Jackson and Perkins Co.

From Turkestan came Rosa Ecae (more properly R. primula), a handsome shrub with graceful foliage, very early, yellow bloom

Beauty of bud, a striking feature of some Hybrid Teas, is demonstrated in the streamlined, rich yellow flowers of variety Eclipse

Climbers in a variety of forms adapt themselves to a wide range of uses. At left, Blaze over a doorway; below, an Alabama mail box



McFarland





Charles H. Kel

Lawns can lend space for victory gardens and still be places live in, as this scene in John Frank's Winnetka home prov

brief, but glorious period of bloom; also the beloved Hybrid Teas with their wealth of lovely forms, colors and fragrance; and the true Tea varieties, less sturdy than their cross-bred progeny and not so widely grown. Here, too, are kinds with flowers in clusters, some with small blossoms (formerly burdened with the inaccurate name "baby ramblers") and others with larger blossoms borne in dense trusses over a long season; the latter have been given the collective name "Floribundas," which is in pretty general use although the American Rose Society does not recognize the class or approve the group name. Varieties of H.T.'s and H.P.'s grafted on tall, branchless stems give us "tree roses," useful in formal garden designs and, grown in tubs, for the decoration of terraces. Finally, there are some miscellaneous, novelty, and specialty sorts, including, for example, the petite and charming dwarfs developed from the rouletti species, with blossoms the size of a finger nail, delightful for miniature arrangements or rock gardens, especially raised plantings in which they can be enjoyed and cared for at waist level without the need of getting down on one's knees.

The lore of rose selection, use, planting, and care is a long but delightful story. It calls for some study, a certain amount of work, and the right kind of attention at the proper times. But the rewards are proportionately great. There are many excellent sources of detailed information, and many experts ready to help beginners. The American Rose Society, at Harrisburg, Pennsylvania, or THE AMERICAN HOME will be glad to put rose-hungry garden lovers in touch with them.

THE lawn is about as essential a part of a garden as a floor-coveri is part of a room. Traditionally, it is an expanse of smooth, clos ly mown grass, but that is no more the *only* kind than an Oriental rug, broadloom carpet, or linoleum is the only kind of floor-covering. It the most desired; it is well worth the considerable effort and expen it requires: first, for the thorough preparation of a rich soil bed, good uniform depth, well drained, and stocked with a lasting store fertility; second, for the securing of a mixture of first class seed definite suited to the location; third, for the careful seeding and after-treatme that give it a good start; and, finally, for regular, conscientious attentic thereafter. All this should be viewed as modest premiums paid insure the enjoyment of a long time annuity in terms of beauty, us fulness, and satisfaction. Though spring is a natural planting tin for almost any crop, early fall (that is, mid-September with a possib two-week leeway in both directions) offers many advantages for law making. One is the opportunity for the grass established in the autum to make dense, vigorous growth the following spring before it would b possible to even fit the ground for a spring seeding. If your seaso permits, a good plan would be to dig up that new lawn area rigl now, turning under manure or compost if available and sowing buck wheat, millet, cowpeas, or anything that will start quickly and produc a succulent cover crop to be dug under in ample time to perm sowing the grass seed within the recommended period. Some of th alternative materials to be weighed against the orthodox grasses are special kinds especially adapted to extreme conditions of heat, shad drought, sunshine, etc.; perennial ground covers which will grow und trees where no true grasses will survive; and even certain low, shrubb perennials, rock garden plants and the like which can be establishe on steep, windswept or otherwise uncongenial areas where a sleek so would be impractical and inconsistent. Your lawn is a regional, local prob lem; solve it with help from your County Agent or Agricultural Colleg

LESSON 7

Garden Elements . . . The Lawn



When lawn-edge maintenance and protection become burdensome an English ivy "ruffle" is effective, unusual, and most attractive



Two useful ground covers for densely shaded spots are, in the rear bed, lily-of-the-valley, in front, Japanese spurge or Pachysandra



Why push a lawn mower over a steep bank or bemoan its ugliness when easily kept ivy or some such ground cover can do this to it?



In raking the soil to a fine, level, stone-free seed bed, work plant food (about 4 lbs. per 100 sq. ft.) into the upper four inches. Use a back-and-forth stroke to avoid hill-and-valley surface

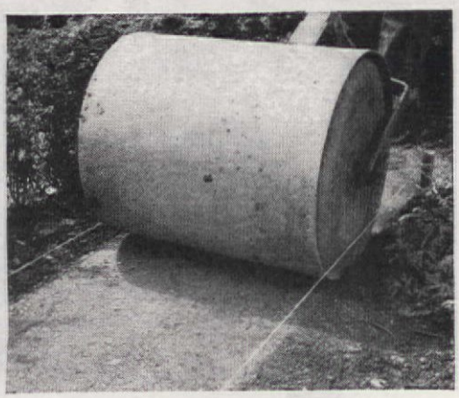
Contrary to widespread belief, grasses do not need soils more than mildly acid. But deep preparation and the incorporation of abundant organic matter to improve the texture are highly essential





Good seed is an asset even when conditions are unfavorable; poor seed never gives good results. To insure even seeding, mix it well with sand or fine soil or compost. Broadcast half across the area walking north and south, and the rest walking east and west. Rates of application vary with local conditions and the kind of grass, from 3 lbs. per 1000 sq. ft. for bluegrass to 6 lbs. for fescue. A quiet, damp, gray day is best





Immediately after sowing, rake and roll — both lightly — then wet thoroughly, but with a light sprinkle, not a stream

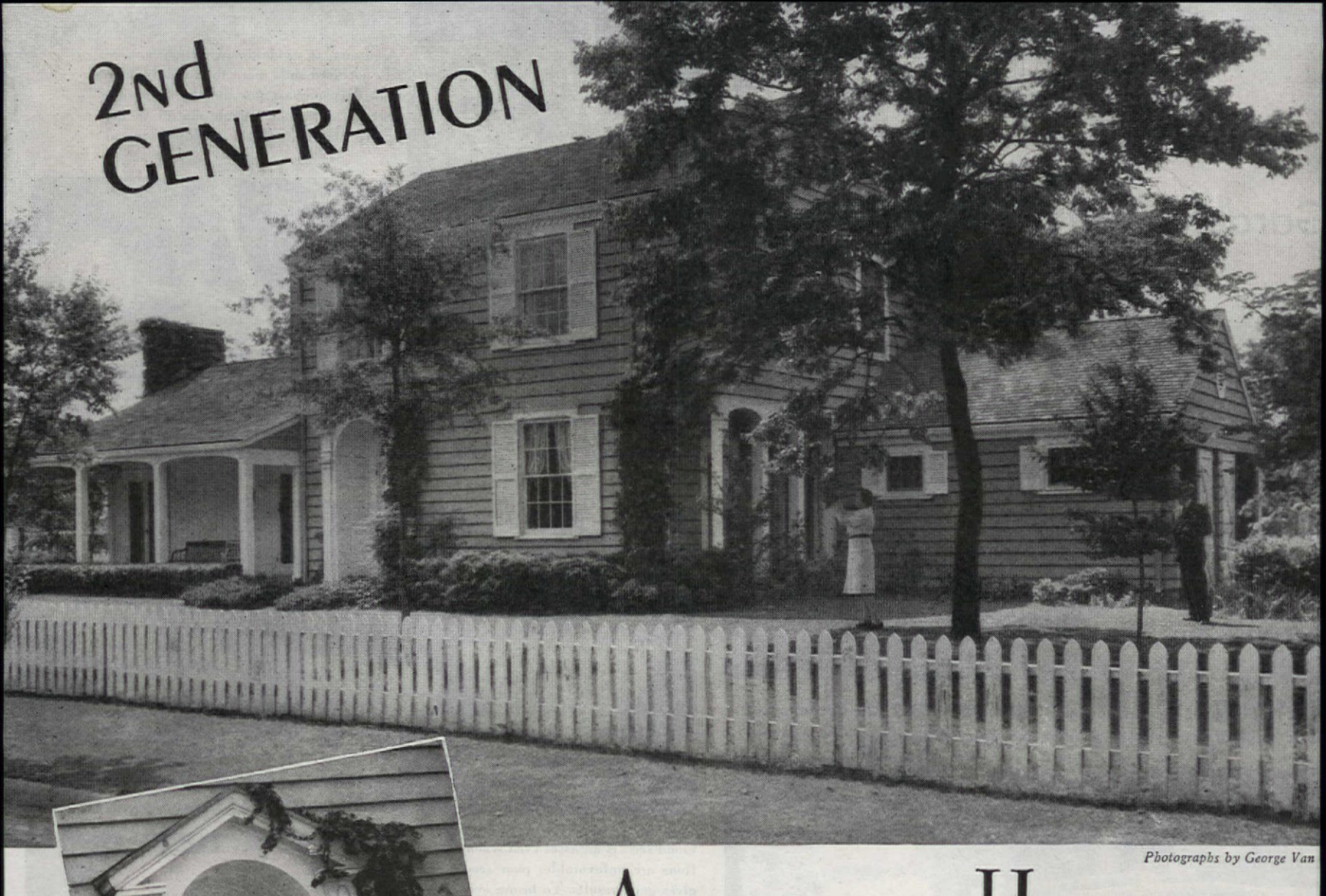


Don't mow until grass is so tall that a mower set at highest adjustment will just trim it. Thereafter, keep it neat, not shaved putting-greenwise; and let clippings lay. Apply top-dressings of fertilizer seasonally (and lime when soil test shows need) by hand or with distributor (above). Water when drought necessitates, not for fun, or regularly. Then do it thoroughly or not at all



Photographs by McFarland, except (right) by H. Armstrong Roberts

2nd GENERATION



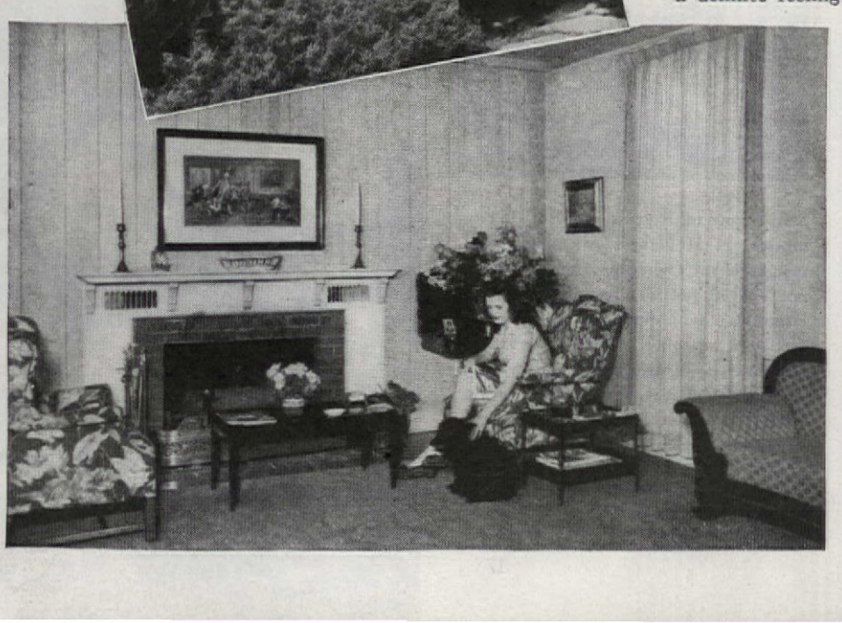
Photographs by George Van

AMERICAN HOME

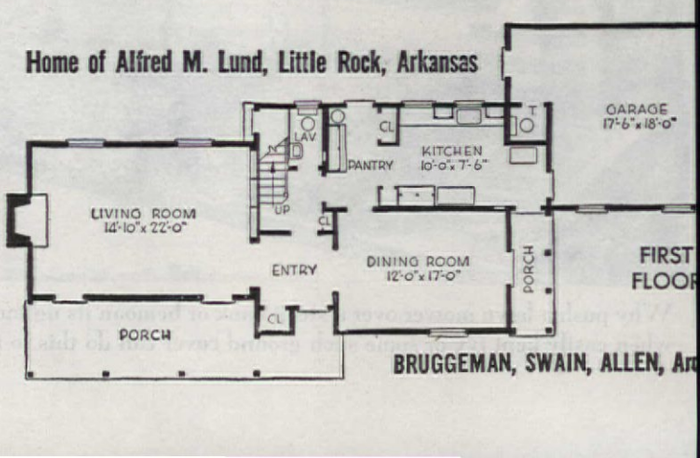
WILLIAM J. HENNES

FATE was kind to us when we first set eyes on this charming gray-sided house with sparkling white trim. The late spring sun was high; the air crystal clear; rambler roses iris were fairly bursting with colorful blooms. Immediately we knew that we had four perfect AMERICAN HOME "cover" house. Naturally our pride knew no bounds when the ow Mr. and Mrs. Lund, informed us that the house's inspiration had indeed come from the p of this magazine over ten years ago. Of course, the plan had been adapted to meet the n of the Lund household; in fact, it is smaller than the original. Seldom have we seen a h whose every detail was so consistently in scale. From the delicate cornice dentils to its ex sitely designed entrance doorway with panelled recessed arch, everything was as it should The massive stone living room chimney is an appropriate accent. Main exterior walls ar narrow siding, painted gray; trim and shutters, white. For texture contrast the porch wall i white painted boards, shadowed by long, flat arched openings. The house is not large but a definite feeling of space. The fireplace wall in the living room is of pickled pine, a color carried in paint to the other walls. Recessed bookcases at the entranc this room definitely furnish that end. Wallpaper in the dining room also inspired by an AMERICAN HOME cover. Here we find small corner c nets housing Mrs. Lund's collection of early American glass. Draperie this room are of yellow faille. An ample kitchen and two second f bedrooms with bath complete the layout of this most charming ho





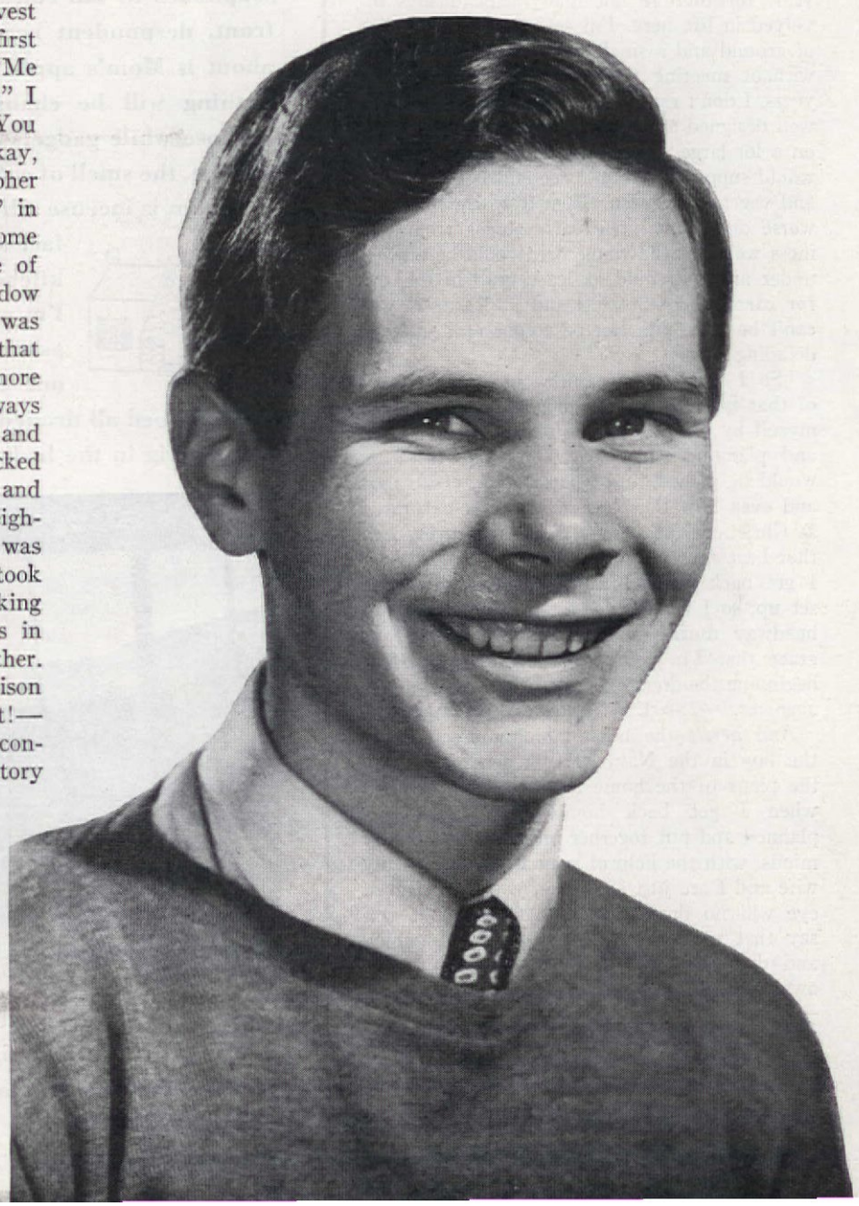
Home of Alfred M. Lund, Little Rock, Arkansas



BRUGGEMAN, SWAIN, ALLEN, Ar

Too Much Petticoat Isn't Good for Any Boy!

JANET LOGAN
Photograph by Ewing Galloway



Dear War Widows: Here we are, in the same boat, trying to be fathers and mothers both at one time. And what a real job it has turned out to be!

Here's an idea—how about making each Tuesday boys' day? Let's take turns planning something especially for your boy and mine and Kate's, and Mrs. Weaver's, and the Jacksons' twins. I'll spend one Tuesday on it, Kate the next, and so on. That way, it won't tax any of us too much and our boys will be in good hands and busy with some purely boy activities once a week. Let's get together and talk it over.

—ME OVER HERE AT THE CORNER

Dear Granddad: Yes, I know you would like to settle down with your stamps for a quiet Sunday afternoon. But could you, once in awhile, spare a day for your grandson? Uncle Sam has borrowed his father for the present and he needs a father, needs a man, needs you!

—YOUR GRANDSON'S MOM

Dear Neighbor: You have a punctured eardrum or something, so you didn't get drafted. The next time you and your son go to inspect the new dam, could you please include my son, whose father is in Italy? And there are three other boys near by whose dads are not here to explain the workings of that dam to them. So couldn't you take them, too? They are in need of some real he-man fathering.

—YOUR SON'S PAL'S MOTHER

Dear Me: (and I don't mean oh, dear me): Yes, now it's my turn. You know the story. Too much petticoat isn't good for any boy.

Look at Hubert! He was the youngest child and had three sisters, a mother, a grandmother, and a school-teaching aunt, but nary a manfolk. He actually thought like a girl. I swore I would never let that happen to a son of mine and with Bill in the army, one of my gravest responsibilities is to steer my Joey into anti-sissy activities. The first test came on Tuesday. Joey burst in with the announcement that "Me and Jerry are gonna play ball, but that ain't enough to play ball." I stopped in the middle of washing a window and said sweetly, "You work for me, and I'll play for you." The prompt answer was, "Okay, it's a deal." So, out in the hayfield, I parked baby on a gopher mound and, in spite of worry that the boys might plant a "fly" in Edith Ann's face and Sweetie Pie would come toddling up to home plate just as Joey struck out, settled down to a smashing game of bounce-out. Afterwards, Joey evened things up by finishing the window and bringing in two boxes of wood for the cookstove. Another test was when Gordon showed us his "store boughten" kite and proposed that Joey have one like it. Without really thinking, I said how much more fun it would be to make their own kites, that Uncle Cliff and I always had and "they flew fine." We wangled a few kite sticks at the sash and door factory, bought a ball of beautiful blue carpet warp, and ransacked the Christmas box for tissue paper. For the next three days, Joey and I made, broke, and repaired kites! And last week, we had four neighbors' boys to a wiener roast supper. Another busy stretch for Joey was offered by the problem of the unwanted maples, which he undertook to remove. He was somewhat diverted by the possibilities for making maple sugar. Once when I looked, he had a bunch of the twigs in each hand and was sucking alternately at one and then the other.

Among the jobs he is taking over is the eradication of the poison ivy—having learned the hard way why he should keep clear of it!—and he is going to paint his own furniture. He will be in on all the construction and repair work around the place. He shares in the Victory garden and the canning. I shall encourage him to be an "excavation watcher" and intend to hike and go fishing with him regardless of hay fever and the fact I don't come from a fishing family! Our man-making home equipment includes a swing, horizontal bar, teeter, sandbox, trapeze, and jumping standards.

In a statement, my plans for making a man out of Joey include offering him every home job a man would otherwise do, even those beyond his years, not unsupervised dangerous ones, (he'll make mistakes—but so would Bill!) along with manlike recreation. When Bill comes home, I hope he'll say, "What a man Joe has got to be." And I'll be proud, knowing he didn't just get that way!—JOEY'S ERSTWHILE FATHER, BETTER KNOWN AS MOMIE.

What do the boys "over there" dream about? Some are credited with "plenty of ice cream," some with "our old jobs back," some with "just to put my feet on Yankee soil again." But how many times have the boys been credited with dreaming about building a home?

JEAN AUSTIN

Sketches by Burmah Burris



H. Armstrong Roberts

Postbaloney

OUR readers' mail in one week contained two letters from boys in the Army and the Navy who are dreaming about building a future home, and asking our help in doing it. We're proud that they wrote us, and we herewith share their home-building dream with you.

"I have been a subscriber to THE AMERICAN HOME for years, and now that I'm over here I have plenty of time to think and plan. I don't spend much time any more mulling over the course of civilization for I realize that personally I can do nothing to alter it; if there's going to be a fourth term, there'll be one, and my permission won't be asked; if we lose or if we win the peace, I won't have a hand in winning or losing it. So all that's left for me is to plan and dream about my own immediate family and future.

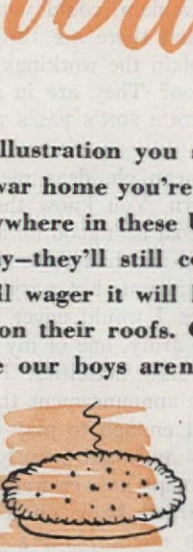
"Before I came in the Army, there was a small house described in your magazine. That would be an issue sometime before June, 1942. Anyway, the cover ran 'How would you like all this for $2500?' It was a brown shingle cottage, evidently built in California. . . . Now to get to the core of the matter. I figure I'm going to get out of this war with a little more than $2000 saved, if I stay over another year, for there're not many expenditures involved in life here. I'm sold on getting a plot of ground and a small house that I can afford without meeting the mortgage for years and years. I don't care how small the house is if it's well designed and appropriately furnished, and on a lot large enough for a big backyard that would support a croquet set and both a flower and vegetable garden. Then if worse comes to worse and some upheaval emerges from this mess we're in, the whole area could be plowed under and we could at least grub in the soil for carrots like Scarlett did at Tara. If you can't be rich, you can be resourceful—I keep deluding myself.

"So I wondered if you would mail a copy of that issue to me. I thought I might amuse myself by drawing up the plan on larger scale, and planning where each piece of furniture would be placed, and what would be salvaged and even how the place would look decorated at Christmas, or after a drenching spring rain that beat the tulips to the ground. . . . When I get back home I want to have everything set up, so I can start right in and make good headway during the two months period of grace that I'm going to allow myself before beginning the dreary rounds of the employment agencies."—2ND LT. CLIFTON E. HAZARD.

And here's the home-building dream from the boy in the Navy. "I am sending to you the plans of the home that we want to build when I get back home. This home was planned and put together on paper and in our minds, with the help of your magazine. As my wife and I are just amateurs, your experienced eye will no doubt pick out flaws but I will say that we have had a lot of fun planning and dreaming. We have War Bonds tucked away and we are still buying one each month." —ARTHUR BLANCHARD, S/C.

Convincing proof, isn't it, that HOME is the focal point of their dreams? Neither seems very excited over what we've called "postbaloney," does he?

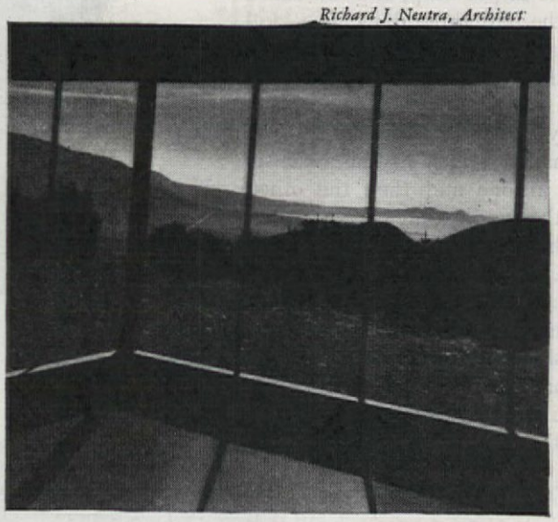
THE illustration you see above may not be your idea of the postwar home you're all in a dither about, but it's ten to one that it's a family scene anywhere in these United States as far off as the year 195x. People are funny that way—they'll still congregate on the front steps and settle the world's affairs, and I'll wager it will be a long time before they move their soapboxes to the runway on their roofs. Our correspondents come back from the front, despondent because our boys aren't discussing the peace—all they'll talk about is Mom's apple pie and the hope that nothing, absolutely nothing will be changed since they left it. Why? Well, perhaps because while gadgets are wonderful and capsule eating saves a lot of time, the smell of coffee and bacon in the morning wafted to the bedroom is incense a hungry family can't get from capsules. In fact some of us are so old-fashioned we think that an odorless kitchen takes half the fun out of eating! Now don't mistake me—I'm not one to want another single little pseudo English job with fake stone, or one that enjoys sleeping in a cutie-pie Colonial bed all draped in stuffs and never a wisp of night air coming in the bedizened little dormer window. Not I!







Richard J. Neutra, Architect



The photograph exactly at your left is my idea of a home (and how!) but I don't confuse "modern" with stone piles and running miles of glass. I like the glass, but first they've got to find a way for me to keep it clean. Modern to me doesn't mean planning a structure around 3 serving maids and a full-time window washer, nor will I be fooled by forty-foot walls of glass brick that only an ape could reach and wash. When I say modern I mean more comfort, less work, and, until they invent a gadget to make window washing easy, an all glass house is not my idea of a house for the





little woman to keep clean singlehanded. Sure I'll be among the first customers for a helicopter, and I think it's wonderful to sit on one's own roof and sip cooling drinks watching for Dad to land on our roof runway—but I'm not the gal to climb the three flights to get the drinks there or dust off the roof furniture. And to get back to those running miles of glass, have any of these designers ever had to sit facing the sun, attracted by all this frontage of glass? It's downright painful, and at night it's shocking unless the draperies draw across said frontage. One hundred yards is the minimum required in these houses they show us. Now draperies have a way of fading—that is until these same bright guys design a fabric that won't streak and fade, won't conceal dirt and dust, won't cost a month's salary to have dry-cleaned . . . and the cleverest washing machine of 194x doesn't mention that it will launder pinch pleats! Or am I being unreasonable? And all these wonderful gadgets I read about that will do everything but diaper the baby—could I please just have a room where electric light cords aren't snaked in and around furniture? I may be fussy—but an electric cord dangling from a table—even a blonde table—does not fill my soul with modern joy. But have you ever, just once, read a single word about what these wizards of electricity are planning to do about electric light cords? You haven't, and I haven't. And chairs! Such tricky chairs I see in the pictures—but not for me. I'm a long legged gal, but even I couldn't get up from one of 'em quickly to answer the door bell without waving my limbs—all four of them—to gain traction soon enough to catch the caller before he'd left. I don't want to recline at a forty-five degree angle—all I want is to sit in my own living room in a chair that's as comfortable as those in the new day coaches or the Greyhound buses. They ain't handsome, but they're sure kind to the anatomy. They can do away with all the miserable tippy little tables women dote on and see if I care, but let's not get so excited about something new—anything new—that we give up tables as useful and beautifully simple as the little job you see here and are familiar with, and let's not swap this kind of thing for terrifying radios that swoop at us like a big-bosomed dowager. I don't care for powerful curved fronts—on radios or ladies! Let them get to work on dining tables—*there's* a job to be done. We now have the choice of wrapping our limbs around legs of some miserable little table or sitting at banquet size tables when there are two of us, yet too small when there are eight of us. THERE'S a field to expend postwar energy on, and I've another for 'em—bedroom suites! Drawers built for neither drawers nor shorts. Everything swoozling around, too deep and too wide. Couldn't we please just send our bedroom designers into some nice shop and take a quick look at the bins they have? Stockings, gloves, shirts—everything shipshape, yet handled hundreds of times every day! Visible too! At your right, you behold an early SHAKER built-in. Have YOU a closet in your house as dandy as this one? Oh, these modern designers give us built-ins all right, but usually they're attached to something else, so that it takes three men and a boy to get at one of them. Modern beds, for instance, with built-ins at each end. You can't make the beds without losing limb and nails, nor can you reach the built-ins unless you sit on a spot marked X. And somebody ought to tell them that too much compactness makes for more work, not less. Accessories I'll not even mention—they frighten me. When I see great handles twice the size of the container, or have to drink out of a square cup I just get confused and frightened. Which reminds me, I have some of the most stunning wooden handled silverware you've ever seen. But the guy got so interested in conformity of design, he made the spoon handles the same length as the fork handles, and it's a perilous journey my soup takes from way out there! Now the little woman is ever a fall guy for less-work-in-that-awful-kitchen, and so our postwar planners have gone frenzied over the wonders of our postwar kitchens. No super delicatessen has anything on the ones I've viewed. But who's going to keep 'em clean, who's going to keep 'em clean? A little smudge on a wooden door won't show for weeks, but imagine one day's finger marks on those all-glass fronts. Ah me—not only finger marks on every glass door, but everything inside will show. But do you know what they have had in Sweden for years and years? Just plain built-ins, like you see here, for sugar and spice and all that's nice. Can't "run out of" anything and right there on the wall where you naturally reach for them when whipping up a cake. And the marvelous things the restaurants have always had—refrigerators that manage to be all storage, not only 6 measly cubic feet of storage and 500 feet of white enamel to keep clean! I saw some new refrigerators-to-be. Full bosomed like the postwar radios and looking for all the world like the costliest juke boxes. All design and precious little storage space—the butcher or the grocer wouldn't give their curves floor space! But to get back to swell commercial ideas not available to house fraus—have you seen hospital food conveyers? In a home, they'd save millions of steps, keep all things hot at elbow reach. But I guess they're too practical to design and to price for the housewife. And electric toasters that make four pieces of toast instead of dainty servings of two. Guess they're too sensible, too, to expect in our postwar world. Well, nobody asked me, but when they do I'm going to ask for some first things first—and call all the rest postbaloney! By the way why *don't* they ask us gals who will use 'em and buy 'em—maybe we have a few tricks up our sleeves!

Metropolitan Museum



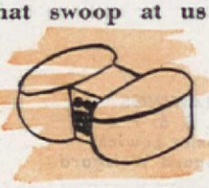


























Ideas to Copy!



1

1

Paint and sheet music transform a stodgy old piano into a swing-piece for the basement playroom. The tunes, all from the same musical, harmonize colorfully with the playroom scheme

from Carol and Clifford McGlone

2

Global draperies for a library—made of unbleached muslin tinted pastel, then appliqued with the countries in bright colors. Distorting the sizes allows for fulness in folds and accuracy is somewhat subordinated

from Ethel Clifford

3

Stack vari-sized wooden bowls in a tier and fill with fruit and nuts for a decorative and refreshing snack on the porch, within arm's reach of the most comfortable chairs to emphasize informal, lazy weather hospitality

from Helen W. Brown

4

Don't clutter a small bathroom with unnecessary paraphernalia—the less clutter, the larger it looks, the easier to keep clean. Waxing linoleum floor also lightens the job of mopping up

5

Making long curtains out of short ones is an exercise in ingenuity; for a child's room, glazed chintz pets enhance the plain insertion which is then outlined by bands of a darker material, entirely hiding the seams

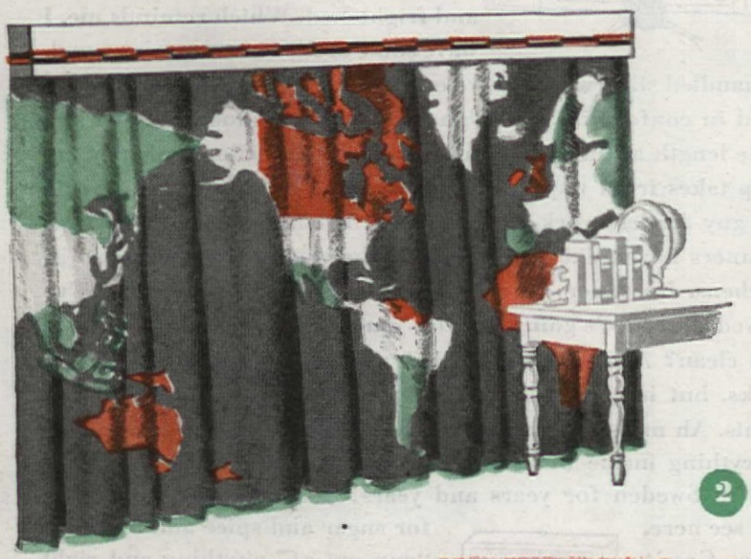
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Wide curtains yield self material for piecing out the needed length. The gay yarn blanket stitching and fringe, crochet-hooked on the ends, suggest design more than necessity. Piecing contributes to the decorative effect

7

A confetti of colored thumb tacks on a painted plywood valance conceals the curtain piecing at the top

Three ideas from Paige Perkins



2



3

8

After rinsing, pigtail ribbons can be dried and ironed in one easy gesture. Wrap them around quart jar or milk bottle to dry. Keep colors separate to prevent running into each other. The ribbons dry straight and smooth

from Ellen Osgood

9

For the woman who wants a sewing kit that holds the works: snaps, tape, crochet hooks, knitting needles—a man's fishing tackle box proves eminently satisfactory. Its roomy compartments even accommodate such extras as a sewing machine belt

from Edith Tucker

10

A "baffle screen" makes a charming room division. The frame is of upright rods; the screen, of climbing ivy, growing in a box on the floor. If a windbreak is needed, set plate glass in frame in back of the rods

11

Gimlet holes edging panels of light wood screen are threaded with stout twine to make lattice for the vines planted in pots. The greenery can be changed. The screen is easily moved

12

In the W. J. Carter home doors to tiny bar off the library open wide for elbow room. Ingress to bar itself is through the paneled front section

Decorated by Otto Lenke of Morrison-Nees

13

Provision for that extra guest in the P. N. Denison home. Built-in unit has radio, cupboards for blanket storage and shelves for books or knickknacks

from Ethel McCall Hea

14

Beverage cabinet with double top which lifts out and rests on open doors, doubles as service counter. This one is pickled cypress and has white paint rubbed into the cracks

from Joseph Douglas Weis

DRAWINGS
1, 2, 5, 6, 7, 8
by James Lewicki
4 by Leonard Weisgard

PHOTOGRAPHS
3, Mott Studio
12, 14, F. M. Demarest
13, Max Tatch



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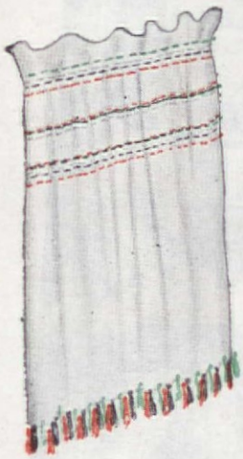
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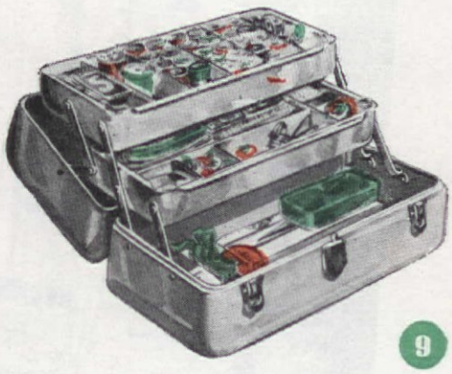


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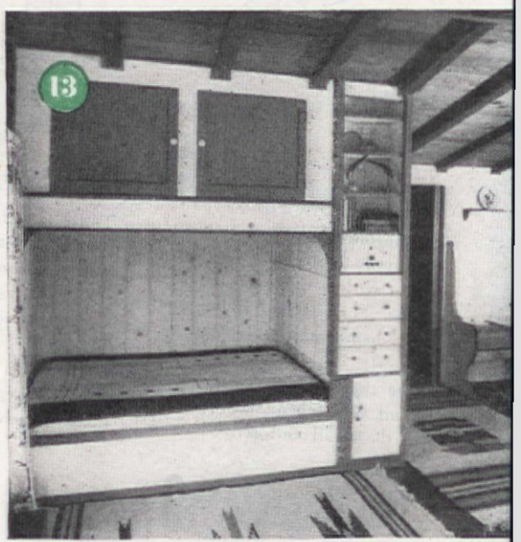




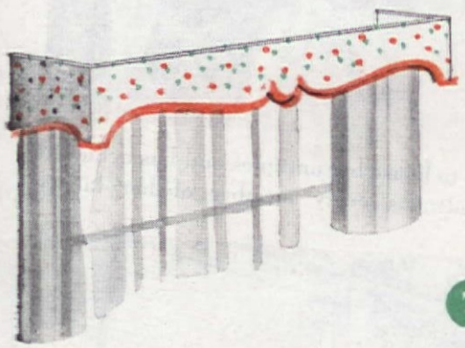
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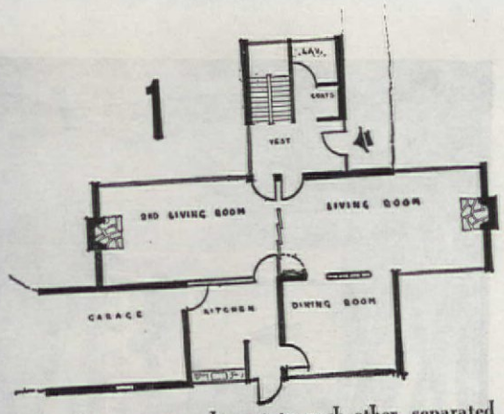


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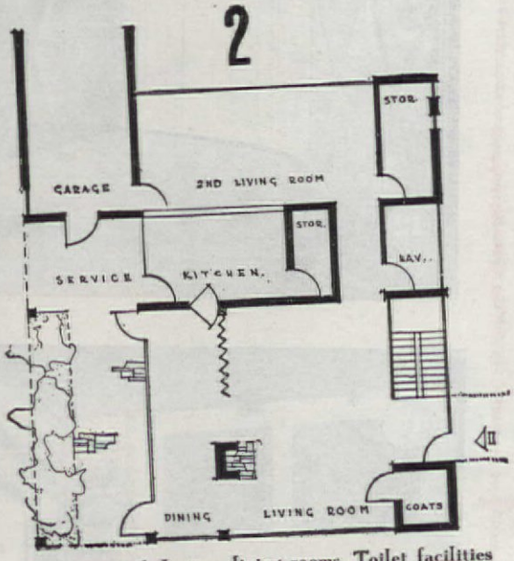
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THE CASE FOR POSTWAR the Second

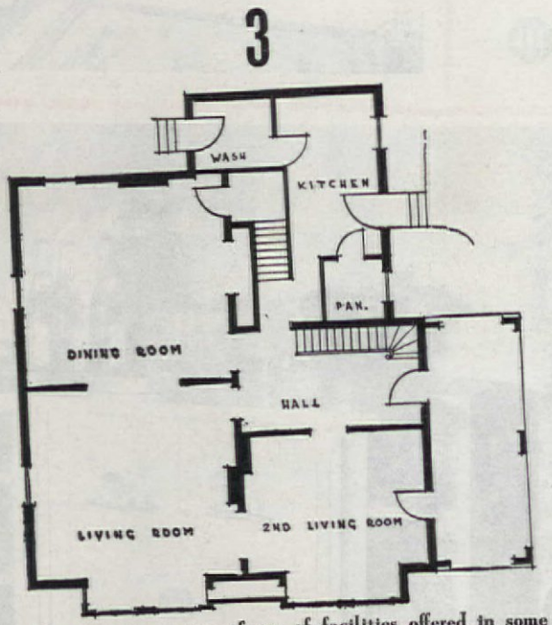


Two living rooms adjacent to each other, separated by large sliding door which makes it possible on special occasions to combine full space of both



Separation of the two living rooms. Toilet facilities are accessible from living room two without interfering with activities in living room one or entrance traffic. Thus second living room can be used for a study-bedroom combination as well as guest room

Note that in both cases second living room is adjacent to kitchen, thus possible to use as playroom for the small children who can be easily supervised



Suggesting reversion of use of facilities offered in some older homes. "Parlor" can be used as second living room

SVEND RIEMER *Also contributing to this article—*
RUTH W. LEE ETHEL McCALL HEAD
MARTHA B. DARBYSHIRE



HARRIET I. MILLER built this room to house her antiques and has achieved a "second living room" that attracts every member of her family



WE ARE proud of having abandoned the old-fashioned parlor. It had become a useless museum piece, had become a deposit for dust catchers and knickknacks. Its effect was deterrent. The parlor seemed on the defense against any casual intruder. It certainly did not serve as a social center for stray members of the family on the lookout for a refuge from the overcrowded living- or dining-room. And so when we fixed up the house we thought we could do without a parlor. The room was empty most of the

REALITIES....4
Living Room!

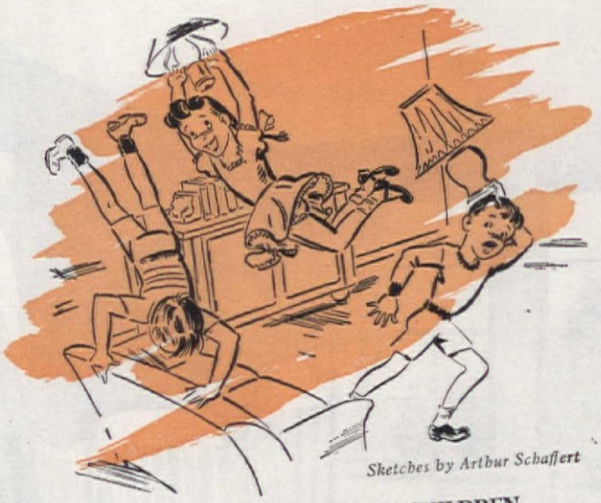
time and did not seem worth all the cleaning and dusting. Then we built a new house and the parlor was thrown out altogether. The purse-strings had a convincing argument in the matter.

We forgot one thing: the parlor was not dropped because there was *too much* room in the house, but because this particular set-up from grandfather's time did not lend itself to *efficient use*. Today, in various disguises, the parlor enters our homes again via the back door. Before the doors were closed on the sanctum sanctorum of the 19th century, the most awkward pieces of furniture were carefully transplanted into the living room. Here they flourished again: the writing desk, too small for paper work and filled with knickknacks and family portraits, an altar for ancestor worship; the small tables collapsing at the slightest hint; and what with "formal" arrangements not much space left to live or be comfortable in.

Of late many families have noticed an uncomfortable overcrowding of the living room. In retrospect we sometimes think the old parlor might indeed be a very handy place to have around. There was always a room, clean and respectable, to receive the visitor who happened to drop in. The parents did not need to rush into the kitchen when the daughter's boy friend appeared at the front door. The children did not have to retire to the bedroom or kitchen when the father had arranged for a conference with his business friend in the evening hours. The minister was always welcomed by the members of his congregation and did not cause embarrassment on his occasional visits. Girl and boy could meet at home without feeling too much under observation. There was a chance for blissful privacy under the shadow of the parlor.

Perhaps we may be on the lookout for something very much like the good old-fashioned parlor, but let's give it a different name: we need a second living room. When the daughter plays the piano, the more sensitive members of the family may feel confined to their bedrooms—if they do not prefer a desperate rush to the movies. When the son wants to read or study, he may be discouraged by the radio program which can be as irritating to its opponents as it is soothing and relaxing to the radio-fiend. We want to be able to relax and read our paper in the living room; we want to listen to the radio. We want to entertain our friends; we want to study and to attend to some urgent business taken home from the office. Sometimes the consequences of the "overcrowded living room" are of a less desirable nature. The home may be left altogether by the younger generation for hunting grounds that are better—or worse. Yes, the one and only living room is signed up for more activities than it is able to hold. Definitely, we need a second living room, but we definitely do not want to revive that prim and uncomfortable room, the "parlor."

It takes courage to plan the living room furniture for actual use in everyday routine. It calls for individual planning and requires imagination. It would be wrong also, to underestimate traditional sentiments. Even knickknacks have a function, however difficult it may be to give this function a name. But if we preserve a place for visitors and formal entertaining in the family home, let us realize that other important activities remain without accom-



Sketches by Arthur Schaffert

THESE MADAM ARE NOT YOUR CHILDREN IT'S THE WAY YOUR LIVING ROOM SEEMS TO OTHERS!



EVER WATCH FATHER TRYING TO CONCENTRATE ON HIS HOMEWORK AT YOUR LIVING ROOM DESK? IT'S A CASE FOR THE SECOND LIVING ROOM!

The youngest plays and eats here, the older children study here, the lounger reads and listens to his favorite program here long after the family is tucked in bed





WHEN BIG SISTER WANTS HOT MUSIC AND THE SMALL FRY HOLD OUT FOR BLOOD AND THUNDER, YOU DEFINITELY NEED TWO LIVING ROOMS!



Photographs by F. M. Demarest

MRS. DOROTHY SAMPSON MADE AN INADEQUATE ATTACHED GARAGE INTO THIS DELIGHTFUL "SECOND LIVING ROOM"

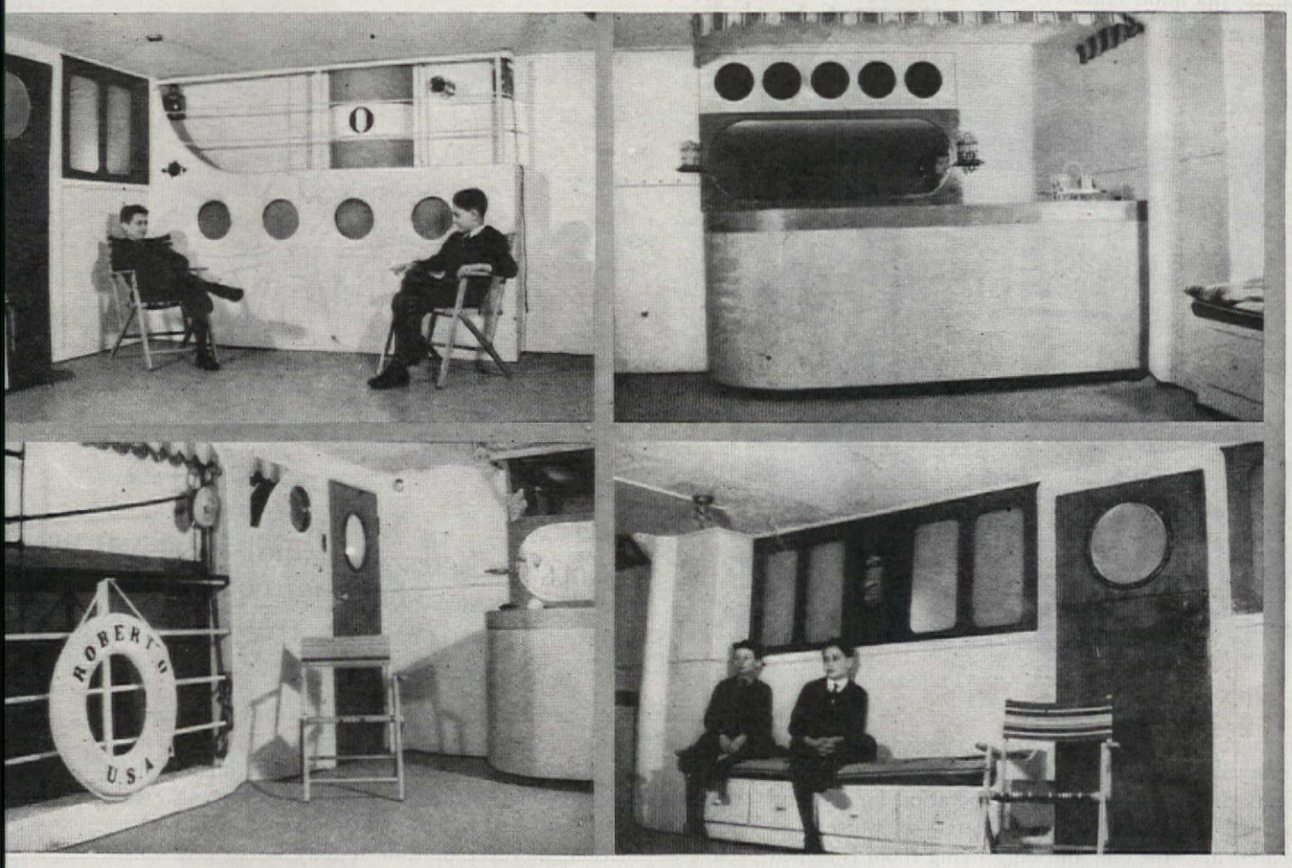


By laying linoleum and lining the walls with books the ex-garage becomes a delightful room



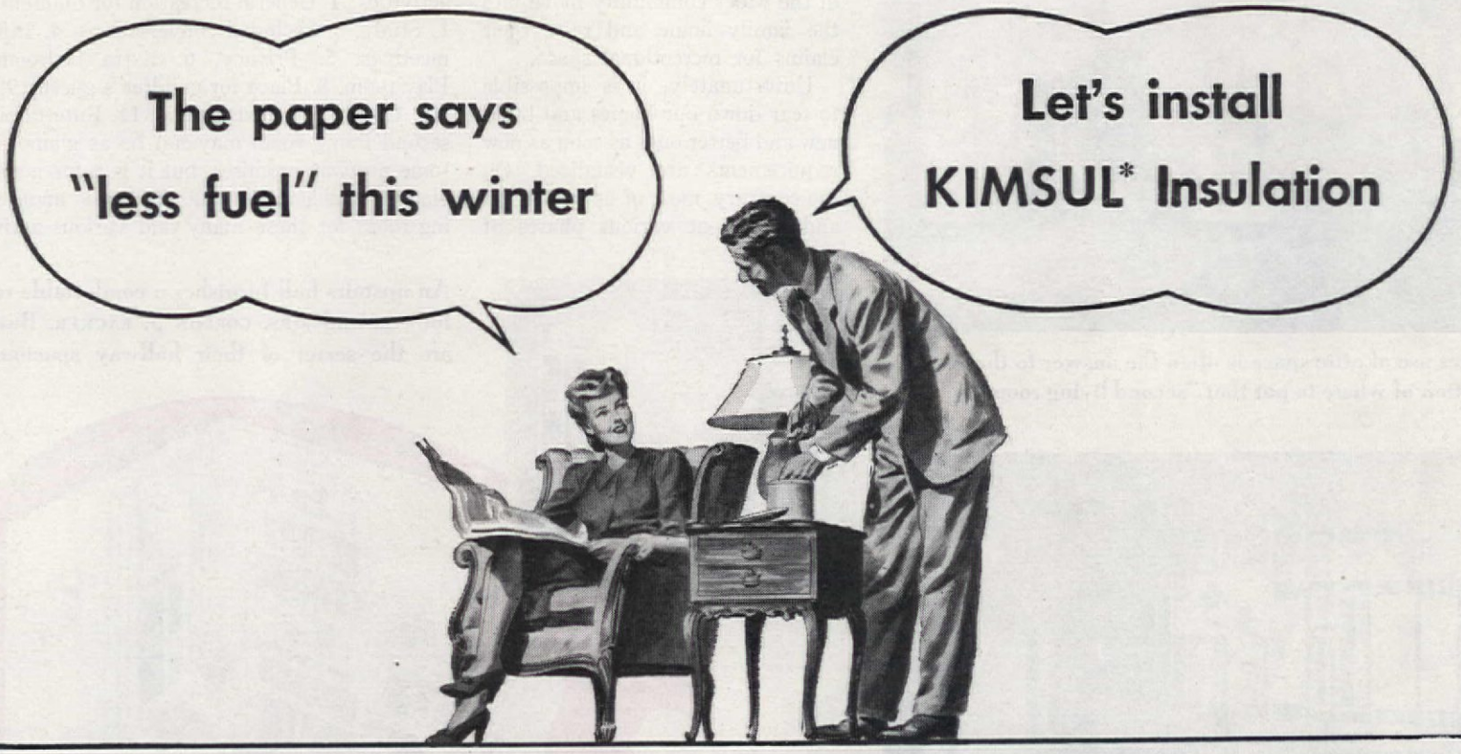
modation—activities that demand more elbow room or more privacy than the traditional living room can provide. A few daring "moderns" have broken the spell. They have exploded the traditional stereotype. They say the living room does not have to furnish the background only for a leisurely chatting family group in the evening hours. The most courageous have moved the workbench into a corner of the living room, and the sewing equipment beside an armchair. Why not make it a place for your hobbies? Why not have company while you solve a mechanical problem with your screwdriver? There may be bookshelves also, an easy chair and reading lamps in another corner of the room. A game table and chairs should not be missing. Such a living room buzzes with activities. Individual pursuits are not thwarted by an inflexible furniture arrangement which tells you to sit down and be "sociable" by doing nothing in particular.

Actually the movement for the second living room is in full swing. New needs make themselves felt. The individual member of the family requires opportunities for self-expression. Previously there were friends of the family as a whole. Now they are divided into groups which are either friends of the parents or friends of the adolescent boys and girls, of school children, or of playmates of

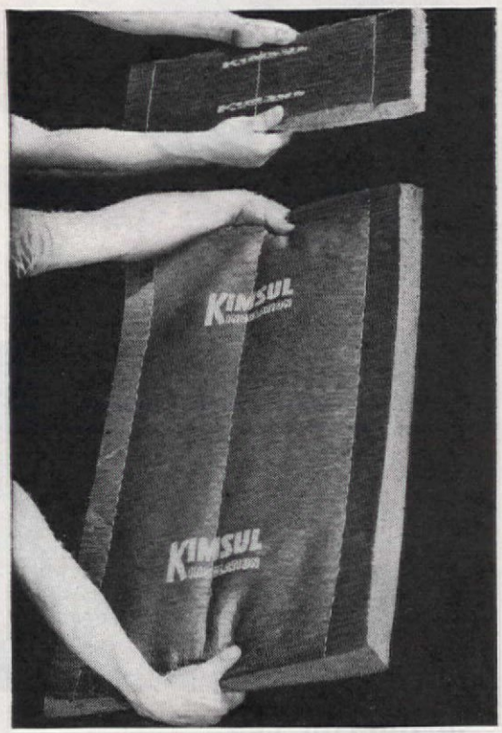


WALTER V. ODERIO LAUNCHES A LAND-BOUND LUXURY LINER IN HIS BASEMENT!

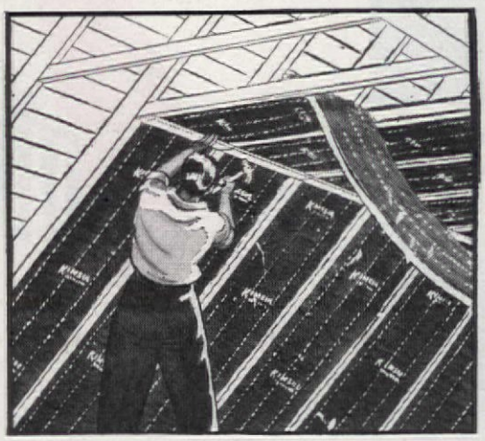
Complete with hardware from ship chandlers' junk piles, port holes and fog horn, pipe "rails," marine "view"



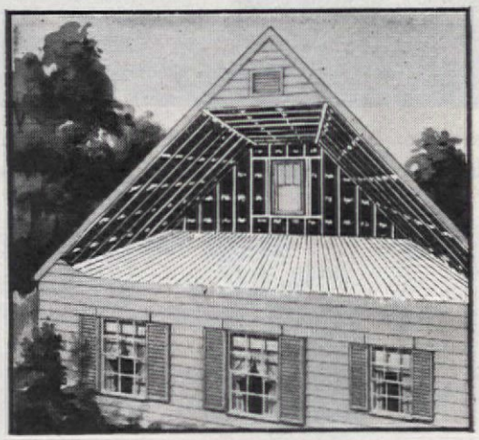
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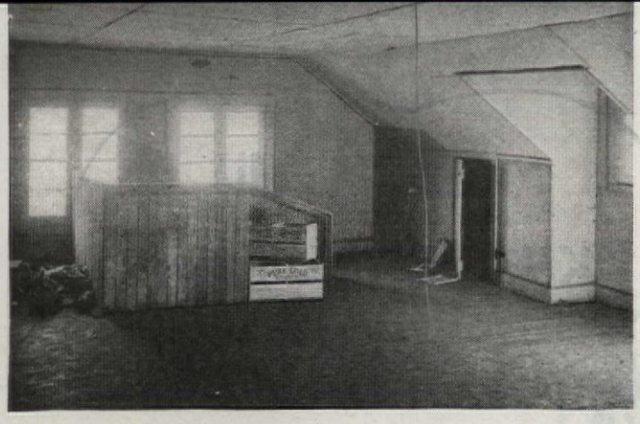
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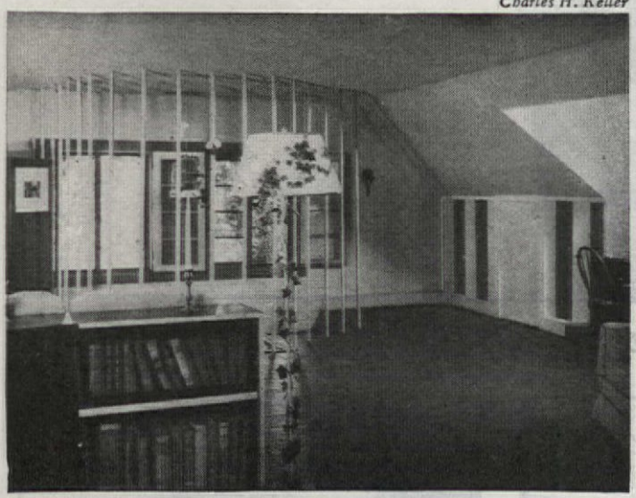
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Clever use of attic space is often the answer to the question of where to put that "second living room"

Charles H. Keller



RICHARD M. GRAHAM found his second living room in his own attic. Well insulated and lined with knotty



pine, built-in filing cabinets and books, with comfortable furniture—above all, it's a real man's room



the pre-school child. Various groups of the wider community move into the family home and raise their claims for recreational space.

Unfortunately, it is impossible to tear down our homes and build new and better ones as soon as new requirements are visualized. On the contrary, most of us face again and again—at various phases of our family history and under the impact of changes in social customs—the necessity of squeezing our activities into a residential structure which has been designed for an outmoded pattern of family life. Thus we discover in our family homes any number of makeshift arrangements by which the "second living room" in one form or another is smuggled into the existing housing accommodations. Many such solutions you see pictured were and, under the circumstances, have been successful. To be sure, where parents and children understand each other, they will be able to cooperate on the basis of a mutual give and take. They may go out of each other's way when privacy is badly needed by either party. There are examples of parents who retire to their bedrooms or go to the movies when their children need the living room to entertain friends of their own age. And the children will reciprocate by vanishing out of sight when their parents arrange for a bridge party. But this is not a desirable solution of the problem. It is, at best, a workable compromise.

But if you are planning a new home, think of activities, not of "style." You will need space for the following activities: 1. General recreation for different ages. 2. Study. 3. Secluded conversations. 4. Informal meetings. 5. Privacy. 6. Extra bedrooms. 7. Play room. 8. Place for children's guests. 9. Sewing. 10. Place for extra radio. 11. Entertaining. A second living room may not be as glamorous as some postwar promises, but it is a foregone conclusion that a modern family needs another living room for these many and various activities.



Lebel's Studio

An upstairs hall furnishes a comfortable retreat for MR. and MRS. GORDON J. EACKER. Built-ins are the secret of their hallway spaciousness



Sketch by Sigman-Ward

Fred R. Dapprich



SUNROOMS CAN



Miles Berne

by the simple expedient of casting off "summer" furniture and rearrangement become attractive year 'round "second living rooms"

James Hollingsworth home, top; Michael Lyman home, bottom

Home is the fortress of her future

THERE IS NO substitute for the warmth, security, and influence of the home in a child's life.

And in wartime, we in America are having this simple fact brought home to us with new force.

But the provision of adequate home life for children is not alone a wartime problem. Every father has this responsibility during his children's impressionable teen years, when proper environment is so vital.

Both in wartime and peacetime many families, every year, are left destitute upon the father's death. Without funds they cannot keep their homes—the center of a family's life, the fortress of a child's future. So life insurance, which provides funds to protect your wife and children, is a fundamental security for the family at any time. It can assure them a living income, clothe them in your loving care far into the future—the unpredictable future.

Let the Prudential representative review your life insurance needs and help you toward the peace of mind which proper preparation for the future can bring. You will find him a friendly, experienced authority on how best to protect what is most dear to you.



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Morning, noon and night, a B & G Triple Duty System keeps the temperature just right.

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Here, at last, is a heating system which actually *tempers* the heat to the demands of the weather. It prevents both over and under-heating because it *automatically* delivers *just* enough heat to keep your house at the temperature you like best.

Hot Water for All Household Uses—All Year 'Round

With a B & G Triple Duty System installed, the same boiler that heats your house also heats water for kitchen, laundry and bath. Not only in winter, *but in summer, too*—all the hot water you can use, 24 hours a day. And at so low a cost you'll be delighted.

For New or Modernized Homes

Any kind of hot water heating system, with either oil, gas or stoker firing, can be equipped with the simple B & G Triple Duty units. With this equipment, you have the most modern kind of *controlled, economical* heating. Send the coupon for free booklet.

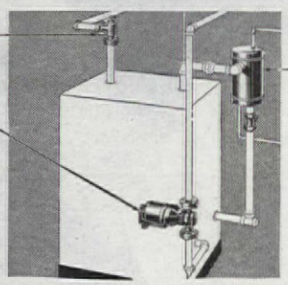


HOT WATER 24 HOURS A DAY

What greater convenience than an inexhaustible supply of piping hot water, at so low a cost you need never be sparing of it?

B & G FLO-CONTROL VALVE
This valve helps keep home temperature uniform and permits use of a B & G Water Heater in summer.

B & G BOOSTER
This is the heart of the B & G Triple Duty System—an electrically operated pump which mechanically circulates hot water through the pipes and radiators. The Booster is controlled by the room thermostat; delivers heat instantly when needed and shuts off the supply when the need for heat is satisfied.



B & G WATER HEATER
A money saver! Provides a means of using the house heating boiler to heat the domestic water at very low cost—in summer as well as winter.

B&G TRIPLE DUTY SYSTEM



BELL & GOSSETT CO., Morton Grove, Illinois—Dept. A3
Send at once your free booklet "Conditioned, Sun-like Warmth."

NAME.....

ADDRESS.....

CITY.....STATE.....

Pretty Home in Georgia



David Nicholes, Architect

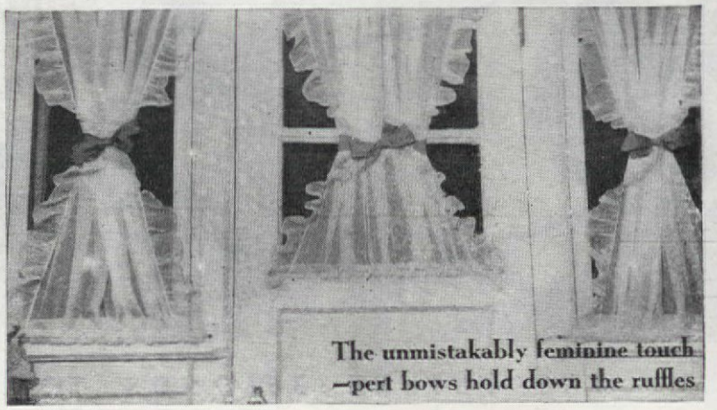
SUSAN JONES MEDLOCK

This attractive Cape Cod cottage in Atlanta is the "home of our own" of the Medlocks—Susan Jones and Ed, now a Captain in the U. S. Army

LIKE so many other couples—"If we ever have a home of our own" was our theme song for several years, during which we clipped all the clever ideas we could find in magazines, and crammed our small apartment with furniture and bric-a-brac. When our plans began taking actual shape, we were all set as to what we wanted and our only furniture purchases were a living room rug and sofa. The rest was done with slip covers, skirts, and ruffles. Some of our friends try to tease us by saying we have a pink and blue cottage, or a "ruffle haven," and either is, literally, true. We found we could achieve a feeling of more space by the use of the same color theme throughout and pink and blue it is! Also, there are roses in every room, from the small entrance hall, with a top border of dainty roses and the old-fashioned water color of cabbage roses, on through the house. Against the large bay window in the living room is a love seat, slip-covered in chintz splashed with roses, peonies, and green leaves. A flounce-skirted wing chair, with slip cover of gray, pink, and blue taffeta, forms a conversational group. By the mantel is a barrel chair, covered in soft blue sailcloth. Ruffles appear in the pinkish rose taffeta swags which



Roses and ruffles everywhere effect a light-hearted theme



The unmistakably feminine touch—pert bows hold down the ruffles



because

NO OTHER CONTAINER PROTECTS LIKE THE CAN...

Vitamin-rich grapefruit juice in cans is "on order" in our home the year round! No other container combines *all these 4 advantages . . .*





Cans fight for Victory

That's why many favorite products in cans are missing from your dealer's shelves. They'll be back —after victory. New improved cans, developed by research and tested by battle, will serve America. Meanwhile, please use wisely, without waste, items you get in cans. *Turn empties in for salvage.*



1. SAFETY: Grapefruit juice is only one of some 2,500 products normally packed in steel-and-tin cans by over 135 industries! In no other container could these products be so *completely* safeguarded against deterioration from light, air, moisture, dirt, germs, temperature changes and tampering. Food in cans, and the cans themselves, are sterilized in the canning process — *so there is no safer container for the unused portion.* Simply cover and refrigerate like other left-over cooked food.

2. ECONOMY: Because cans are easy to make and handle, your money goes chiefly for what's *in* the can. That's why canned grapefruit juice, for instance, is such a "good buy."

3. QUALITY PROTECTION: Flavor, color, vitamins, and minerals get *lasting* protection in the air-and-light-tight can. Canned foods frequently retain more vitamins and minerals than do many foods bought in market and cooked at home.

4. CONVENIENCE: Cans don't break. They're easy to carry and to store, quick and easy to chill, easy to open and to dispose of. No other container duplicates *all* these advantages!

CAN MANUFACTURERS' INSTITUTE, INC., NEW YORK



KEEPING a husband supplied with clean shirts is a problem to some wives—but not to **LINIT**-wise wives.

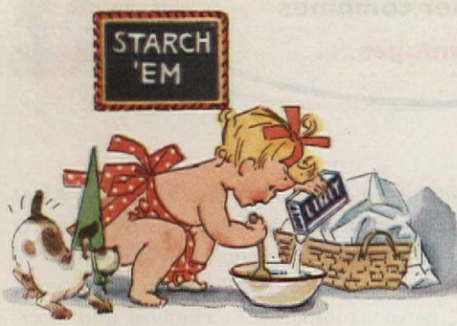
LINIT, the modern starch that penetrates and protects fibres, makes ironing easy because **LINIT** never sticks. **LINIT** gives a smooth dust-shedding "finish" to all fine fabrics.



RUB SOAP into collars and cuffs. Soak 10-15 minutes in *warm* soapy water. Wash in plenty of *hot* water. (8-10 minutes, if using machine.) Don't skimp on soap. Never use same water over again.



RINSE three times in clean hot water. To restore the "finish" of the fabric, improve appearance and make ironing easier, add a light **LINIT** starch solution (1 part **LINIT** to 10 parts water) to final rinse.



WORK basic **LINIT** starch solution (full directions on package) thoroughly into collars, cuffs and button-hole band. **LINIT** penetrates easily and evenly, protects and preserves fabrics.



DAMPEN collars, cuffs and button-hole band more than body of shirt. A light iron at correct heat does better work than a heavy iron—but any iron glides easily over **LINIT**-starched fabrics. **LINIT**-starched collars and cuffs are soil-resistant, long wearing. © Corn Products Sales Co

hang over the oh-so-ruffled white organdy curtains, held back with pale pink Cape Coddish leaf design brackets. There are pink taffeta ruffles on the white lamp shades on the end tables for the English long sofa directly across from the bay window. The sofa is upholstered in striped pink satin and the pink and blue mocking birds in the Gould prints above are framed with pink mats, the same shade as the sofa. Use of cording, matching the rose taffeta swags, on all the slip covers for the furniture in the front rooms makes an unobtrusive but definite link. Blue needlepoint makes a central band for the sofa pillows and in lighter and deeper shades covers the antique white Victorian and the French chairs. The walls and woodwork are light blue and the carpet a deep, delphinium shade. The pair of white columns on each side of the bay window have a history. We rescued them from an old house which was being wrecked. They had been built in as pillars between two rooms, but we had them sawed down to size, loaded with cement and painted half a dozen times.

The cut glass lamp—once a vase—seems to belong in our ruffled bay window grouping. In the dining room, the mirrored niche caused a ruckus because the man of the house couldn't see "a hole in the wall with a mirror in it." But he *likes* it! The shield back chairs have bob-tail slip covers and the curtains are rosy-pink sheer fabric, the rug a deep blue.

Out of deference to the man in the house, we couldn't go too sissy on the front bedroom, but the guest bedroom swishes with femininity. Probably my favorite evening dress is responsible. Having reached the end of its successful social career, it seemed to be the very thing for





Photographs by Ralph Burton Janes

The ceiling-high mantel mirror and wide bay window make for a light, airy living room. Roses brighten the dining room walls

JOAN BENNETT *Chooses*

TRIMZ *Ready-Pasted Wallpaper*

Redecorates her Hollywood Home without Manpower Worries!



JOAN BENNETT (in private life Mrs. Walter Wanger, wife of the famous producer) selects TRIMZ "Rosamond"—one of many lovely wallpaper patterns. Her latest starring vehicle is the International Pictures Production "The Woman in the Window."



Actual Color Photograph by HURRELL OF HOLLYWOOD

"Anyone can do it—so easily, so quickly". . . says this famous Hollywood star and homemaker, one of America's smartest women. "Keeping our homes cheerful and attractive these days is *so* important. I didn't know how I was going to manage, until I discovered this miracle wallpaper . . . all ready-pasted, all ready to hang!"

That's how one of the first ladies of Hollywood, style center of the world, acclaims this new way to *revolutionize* home decoration!



JUST DIP IN CLEAN WATER

Think of it—you just dip this wallpaper in water, then put it up, like a postage stamp! In 20 minutes it's dry. No paste, no tools, no tearing up the house. You work *only* with clean water. Now you can *laugh* at the manpower shortage . . . do an average 10 by 12 ft. room all yourself with only 3 boxes . . . for as little as $5.94 complete with matching border. You actually save up to 60%.

No wonder millions of women are taking this tip from glamorous Joan Bennett . . . doing over their homes with lovely patterns of amazing TRIMZ Ready-Pasted Wallpaper.



. . . AND APPLY

Try one room first—and *prove* how easy it is. All patterns are washable, fadeproof, guaranteed to stick or your money back. Simple chart tells what color schemes, how many boxes, to use.

Smarten Rooms with Trimz Applikays, Too!



Transform uninteresting plain or painted walls. . . . create dozens of stunning, original effects . . . with these gorgeous ready-pasted, ready-cut decorations. Nothing else like them. Just dip in water and apply. Put your own artistic touch on walls, furniture, screens, mirrors, lamps, too. Only 59c per set of seven matching pieces!

ALSO *TRIMZ* BORDERS—READY-PASTED

Just dip in water and apply . . . around plain or painted walls and ceilings, mirrors, picture frames, waste baskets. Priced as low as 15c per 12 ft. roll. Patterns for every room.

AND *TRIMZ* CEDAR CLOSET PAPER—

ready-pasted, ready to hang. Looks and smells like real cedar, made from real cedar wood, gives natural cedar grain beauty. Only $1.98 per box—two boxes do most closets, both walls and ceiling!



At Department, Hardware, Wallpaper and Chain Stores Everywhere

TRIMZ CO., INC.

DIVISION OF UNITED WALL PAPER FACTORIES, INC.
WORLD'S LARGEST MANUFACTURERS OF WALLPAPER AND READY-PASTED DECORATIONS
General Offices: Merchandise Mart, Chicago 54, Ill.

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"I was so embarrassed by my dishpan hands!"

says
Mrs. Blanche Oventile,
canteen worker

"They looked red, rough from using a well-known dish-washing soap day after day, as you can see from this unretouched photograph," says Mrs. Oventile. "It embarrassed me at the canteen."



"Then I changed to Lux for dishes . . . My hands began to improve in just two days. Before long they were soft, smooth again, as this photograph shows."



THRIFTY! LUX DOES UP TO TWICE AS MANY DISHES!



Just changing from strong soaps to Lux takes away dishpan redness! Lux is thrifty, too! Tests prove Lux does *up to twice as many* dishes as other well-known dishwashing soaps. Its richer suds last longer—do more work!

Don't waste soap!

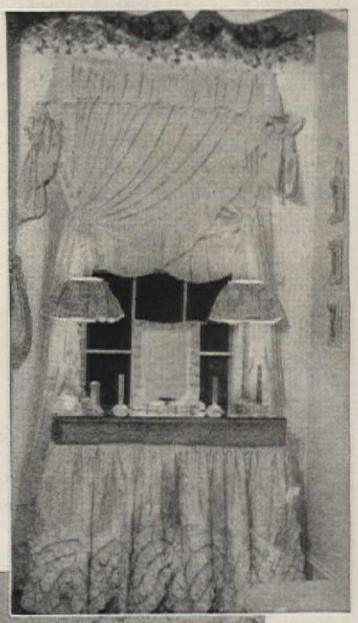
Use all the Lux you need to get rich suds, but no more than you need. To make your Lux go even further, scrape and rinse dishes before washing.

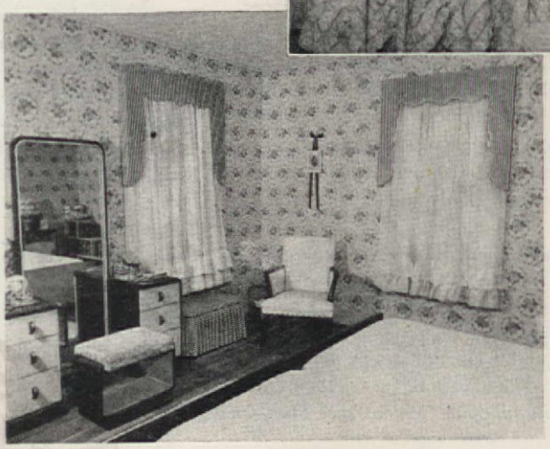
the dressing table in this room. The seat for the table is an old bathroom stool dressed up with a lace cushion and taffeta skirt. The walls are pale pink with a wallpaper border of roses, ragged robins, and summer flowers which my husband—who pretends he doesn't even like to go into the stiff white half-curtains, double flounced in the fashion of old-timey petticoats. We have two closets in each bedroom, four large linen and coat closets in the hall, and large spacious ones in the kitchen—twenty closets and cabinets in all! For all its ruffles, it's a livable and comfortable house.



room—occasionally mentions he put in a summer cutting out! The bed, a box spring with little legs and a mattress, goes high hat with a blue, quilted sateen spread, skirted in pink taffeta with a ruffle edge. Overhead is an old gold mirror, painted antique blue and hung with a blue velvet ribbon.

In our own bedroom, we veered toward the Swedish style. We used our brown and white furniture and selected wallpaper with a tailored rose design on a blue-green background. There are white throw rugs and tufted white spreads for the very low twin beds. Green and white striped chintz window valances contrast pleasantly with the





The two bedrooms are a study in contrasts—one as frivolous as the dance frock adorning the dressing table, the other neatly tailored



There and then . . . the assembly line was born

EARLY in 1913, Henry Ford had his technicians try a new production idea which had come to him as he observed a watch factory in operation. Instead of having a single group of men make the entire assembly on each flywheel magneto, the unit was moved from one worker to another. The experiment resulted in a 50% saving in time!

"Why not apply this idea to the whole chassis?" Mr. Ford next suggested. "We'll test it during the summer." So now, along elevated greased rails, each chassis was being pushed by hand as workers added the various parts in sequence. *There and then, the assembly line was born!*

A chain-driven line was soon after put into operation. Under the new system, the 14 hours formerly required for a single chassis assembly were cut to 1 hour and 33 minutes.

Before 1913 ended, over 100,000 Ford cars had been built. All records for the mass production of automobiles had been broken.

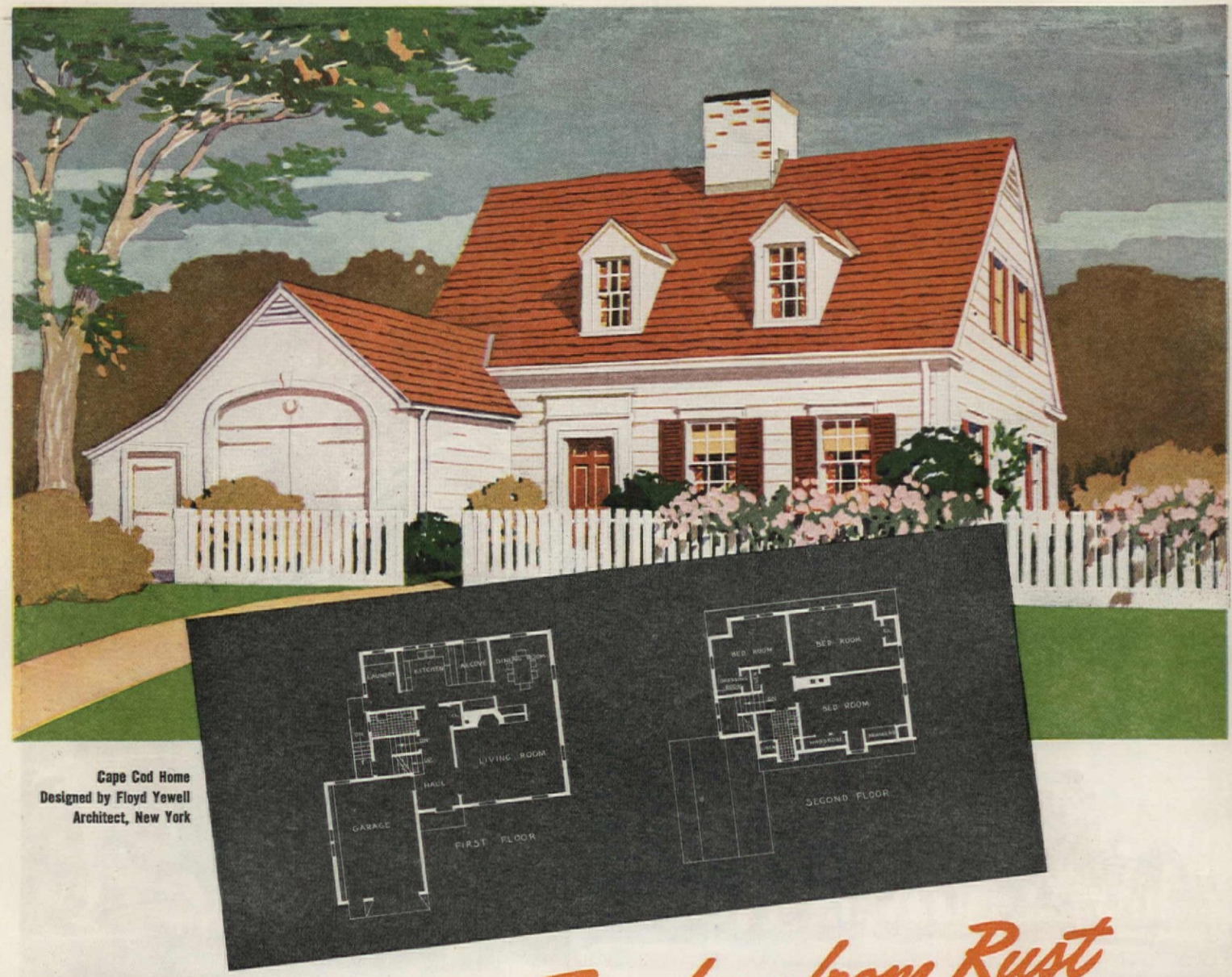
Remarkable as this achievement was, it meant more than just a saving in production time. It meant more than creating new methods for industry everywhere. To Mr. Ford and his associates, this was another step in their endeavor to make life easier for millions.

From the first, the assembly line technique of production eased working conditions. Along with other modern advances, it helped to increase the life span of workers. At Ford, it soon made possible the inauguration of the 8-hour day. And with unskilled labor in many places earning as little as $1 a day, Ford basic pay was raised to $5.

The assembly line also brought price reductions on Ford cars. This placed the pleasure and convenience of the motor car within the reach of more people than ever. This policy of sharing production savings with the buying public has remained fundamental with Ford.

Today, in the creation of equipment vital to victory, Ford men continue to search for better ways of doing things. What they are learning is bound to be reflected in the improved Ford transportation of tomorrow.

FORD MOTOR COMPANY



Cape Cod Home
Designed by Floyd Yewell
Architect, New York

HOW TO GET *Low Cost Freedom from Rust* IN ANY HOME

Nothing you can put into a house gives such a worthwhile return on the investment as *copper!* And because it has been a symbol of quality for so long, many people have a mistaken idea of its cost. But here are some facts:

For an extra hundred dollars over the cost of less durable metals (slightly more or less in various locations) you can provide vital rust-proofing for this $6,000 Cape Cod home. You can install:

Anaconda Copper Tubes for both hot and cold water lines.
Copper roof and chimney flashings, ridges and valleys.
Copper rain gutters and downspouts.
Bronze window and door screens.

And then you will have given your home the lasting protection of pipes that will never rust to discolor the water and reduce the flow... of a roof free from leaks around chimney, gables, or valleys... gutters and downspouts that cannot rust out... screens that you may depend on for many years to come.



When the red metal gets the green light . . .

Today, almost every pound of copper and brass produced is going to war. But when conditions permit, Anaconda Copper, Brass and Bronze will be more in demand by home builders than ever before. Increasing numbers will insist on such conveniences as dependable water heaters with tanks of non-rust Everdur* Metal. In a recent nationwide survey of hundreds of architects, copper and copper alloys were the three-to-one preference for plumbing, sheet metal work, screens and hardware.

4418

*Reg. U. S. Pat. Off.

ANACONDA

Anaconda Copper & Brass

THE AMERICAN BRASS COMPANY—General Offices: Waterbury 88, Connecticut
Subsidiary of Anaconda Copper Mining Company—In Canada: ANACONDA AMERICAN BRASS LTD., *New Toronto, Ont.*

WAR BONDS
Buy more than before to shorten the war.

LIKE THE SWORD OF DAMOCLES





Ewing Galloway

But what if  *you get ill? . . . What if you*  *lose your job? . . . If you can't afford*  *a larger apartment, how can you afford*  *a home?*

THESE are just a few of the questions your friends, well-meaning friends, will ask you, nce you've decided to buy or build a home of our own. These are the possibilities that hang ke the sword of Damocles over the heads of all ne women, the questions that have deterred any women living alone from owning their own omes, prevented them from attaining the feeling f permanence that a home of one's own can give

That it can be done, that the obstacles are not nsurmountable, we herewith prove with the tories of nine women, stories that are true, inpiring, and courageous If you too have had the word of Damocles held over your head, read arefully and well these next few pages There re as many problems presented as there are olutions given, and you cannot help but find in ne of them the courage you need to realize your ream—a home of your own.

First, there is the story of a little yellow and white house under the trees in a quiet town of California, a home designed and built entirely by wo women with the help of a twelve-year-old son A lot plus a total of $180 in cash was the start of their great adventure In the spring they put up army cots under the trees That they put n the foundation, a floor, a primitive kitchen and bath before they had walls or roof is of consequence to the finale of their story Now they have a home—a charming one, too, of which they are proud, and all for the princely sum of $662.67! But, you may say, such pioneering spirit is not for you? Skip over to the next page, then, and read of the two school teachers in Winnetka who built their little houses. They were tired of paying high rents for tiny apartments, they wanted to feel a part of Winnetka community life Their friends, too, told them buying was far too expensive an undertaking on teachers' salaries —but nothing could stop them and they have now the pride and joy of a home of their own.

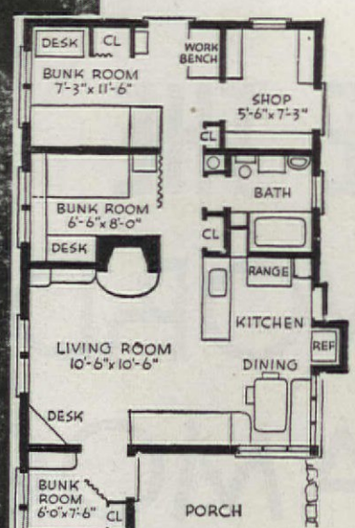
Follows a story of Miss Frances J. Green and her sister Susie and the completely charming hundred-year-old house they have remodeled—a drab little house when they saw it, a house that needed imagination and courage to visualize as the home they'd always dreamed about. Miss Green is a welfare worker in Chicago and her sweet house is in a small town fifty miles away "Please do ask me to use it," she wrote us. "I would like other single women to know that they too can plan a home." We did—if it's recreating an old home you crave, here's inspiration.

Then there's the story of two women who said goodbye to hotel apartments, two women who had been friends for years, each with a yen to own a home, pooled their wits and resources and built a lovely little smoke blue Cape Cod, complete with white trim shutters, and a red brick walk. Perhaps neither one might have had the courage to build a house and live alone and yet together, they have had the time of their lives.

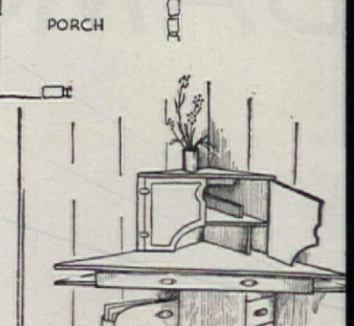
Opposite it, you'll find a trim and modern house outside Madison, Wisconsin, the home of a teacher and an artist. On the crest of a hill this little red and white house sings a cheery note to the busy woman, away from her home all day, returning in the evening for rest and leisure.

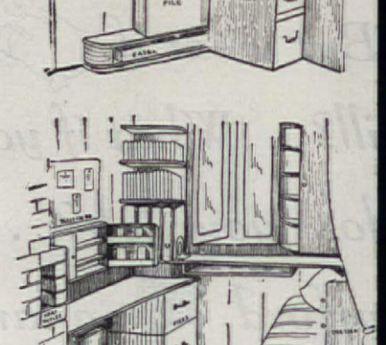
And if, with all this, you still lack courage it's courage you'll have when you've finished the last word of Mary Louise Coleman's story called "One-Woman Power." It was *her* courage that turned her from looking subjectively at her work in the city to objectively surveying her mode of life and determined her to own her own home in the country. On a salary which averaged thirty-five to forty-five dollars a week, her idea brought forth shrieks of derision from every friend she possessed. To her, it became a game—a game to be played and to be won—and win she did.





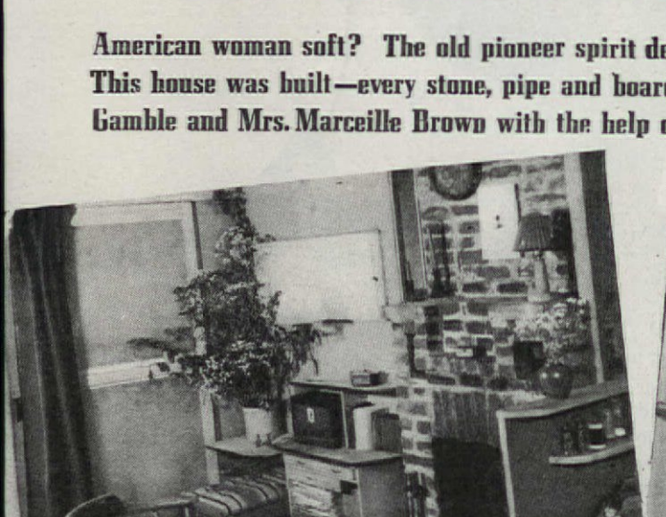
ETHEL Mc CALL HEAD

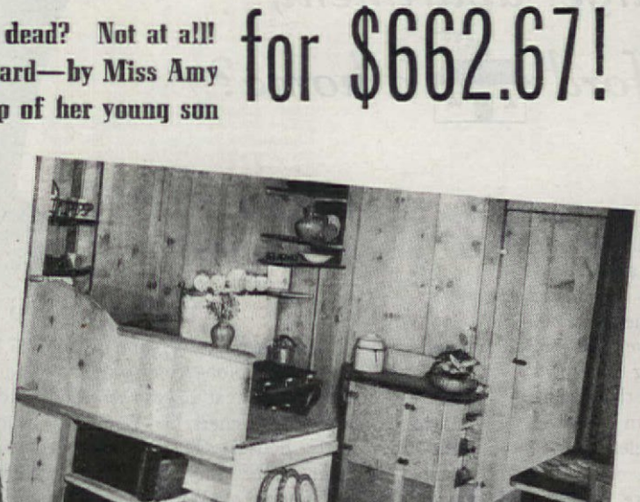




Two California Women Own Their Own for $662.67!

American woman soft? The old pioneer spirit dead? Not at all! This house was built—every stone, pipe and board—by Miss Amy Gamble and Mrs. Marceille Brown with the help of her young son





Photographs by Robert Clark

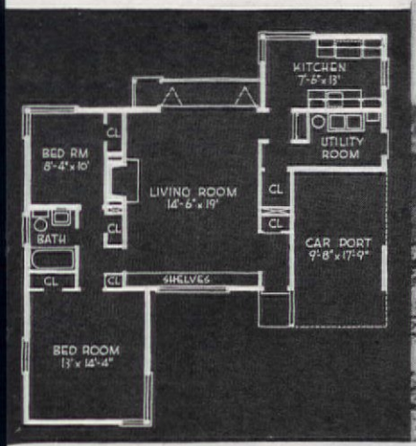
IT GREW, really from the fact that they were tired of paying rent. A 65'x100' lot in a wooded glade, close enough to town that they could walk, plus $180 in cash was the start of their adventure. In the spring they put up army cots under the trees and knew that by autumn they must be under cover of their own roof.

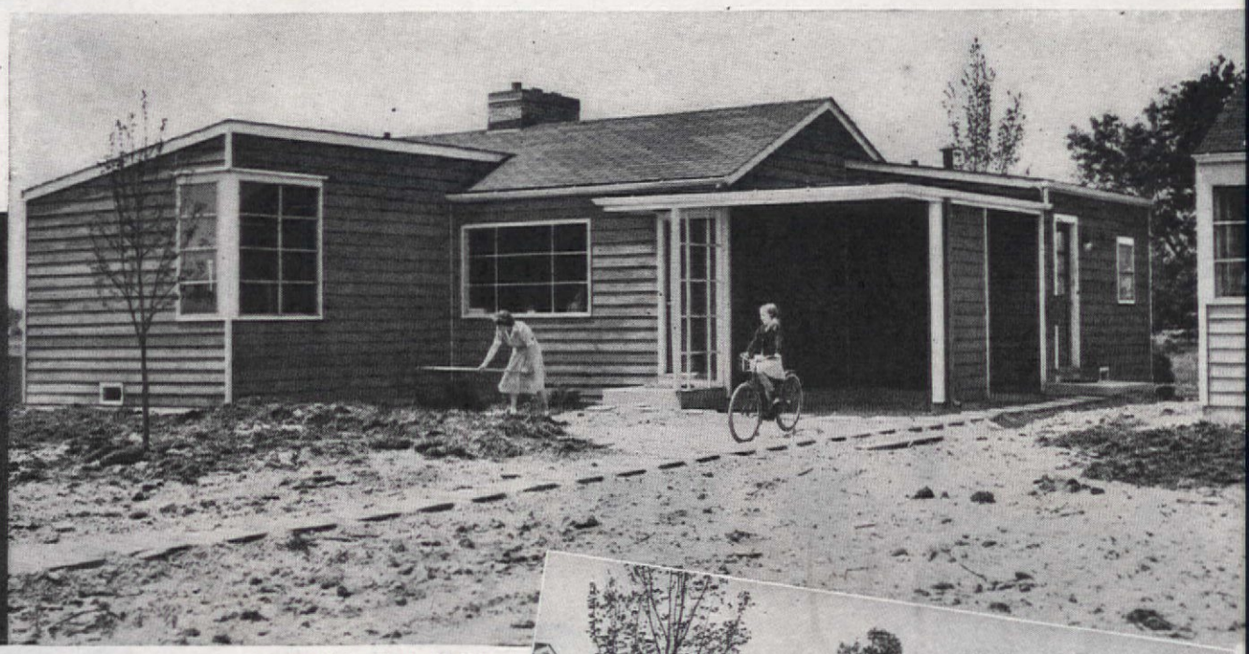
In a most feminine way, they decided that after putting in the foundation and laying the rough floor they must get the sink in so that with the stove and refrigerator they could have decent meals without too much work. When you are carpentering, sawing, and moving rock all day, campfire meals are too much effort. Also they had to have a hot tub at the end of their arduous day's labor, so to the amusement of their friends there was soon a floor, a primitive kitchen, and bath, but no walls or roof. With a slight shaking of heads, their friends wondered if the two women needed a little attention from a psychiatrist. After all, women don't build houses all alone—what do they know about joists and vents, plumbing and electrical wiring, masonry and fireplaces that draw, windows, doors, and roofs that drain?

After eighteen months the house is done. The Victory garden is furnishing vegetables and berries for the inner woman and flowers cheer the soul! The experiment has been proved a success—no doubtin Thomases left among their friends

To go back a bit, after the origina sum of cash was used, each mont there went into materials only th amount of their previous rent plu a little from the gasoline budget sinc a car is not used when two wome are working eight, ten, or twelv hours a day building a home. Wisely they started with a list of their per sonal requirements. Room for th writer—her typewriter, plenty o desk space and filing cases. Space fo the art teacher and her drawing sup plies. Elbow room for a boy wh liked to putter with everything from airplanes to old engines. They drew up a list of do's and don't's—and started. The little house grew under the trial and error method. They had no knowledge of building. They had to learn the feel of the grain . . . the touch of the hammer . . . the best way to saw across a board.

Came Autumn and the teacher and the boy went back to school and Mrs. Brown worked on alone. They were in the house, but there was still much to do. The whole house is comprised in 524 square feet with every single foot planned to yield the maximum amount of space and livability





Photographs by Charles H. Keller

Mrs. Lilabel Steffan starts the planting of her home in Winnetka, while daughter Eva looks on. Ernst A. Benkert was the architect for both of these little houses

RUTH W. LEE





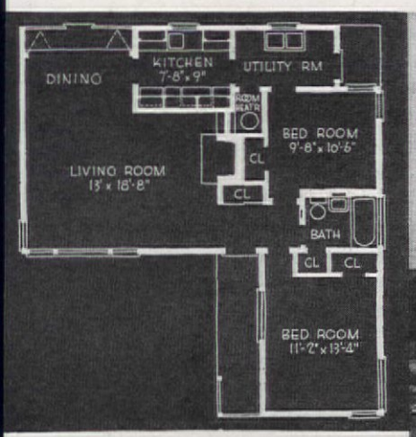
Below, Miss Agnes Lilley invites her neighbors in to dine. An art teacher, she has painted a geological map in greens and browns against a pale blue plywood wall

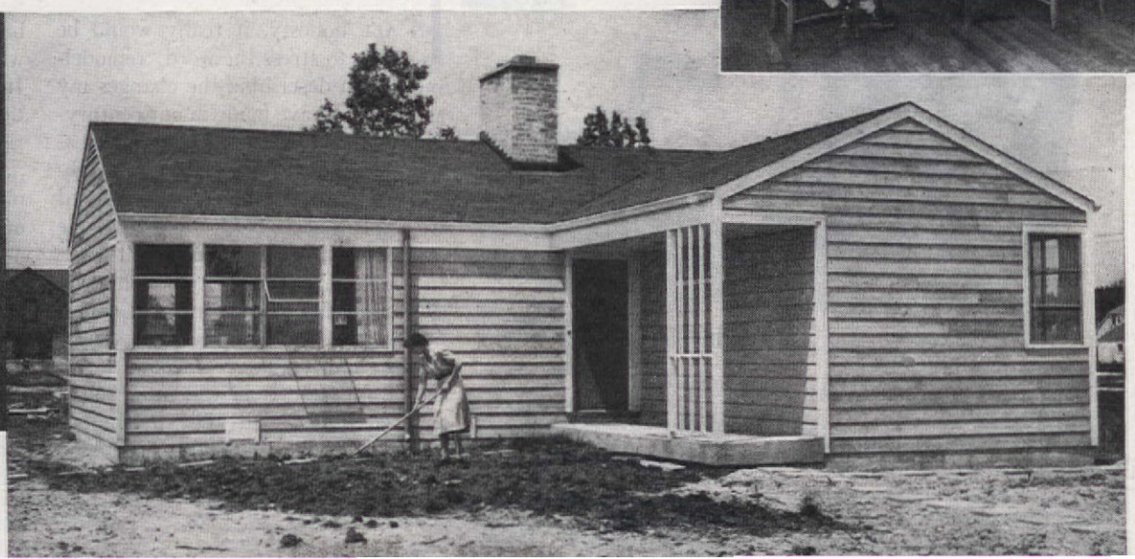


BOTH Mrs. Steffan and Miss Lilley are teachers in the Winnetka progressive public schools. They wanted homes of their own, were tired of paying high rents for tiny apartments (only available in Winnetka's business district). They wanted a feeling of permanence, wanted as home owners to feel they were active members of community life. Their friends told them it was far too expensive—but nothing could stop them.

They bought their 50′ lots for a few hundred dollars, negotiated a loan under F. H. A., made a down payment of about $500, and are now making monthly payments of $41.80 each. They are within easy walking distance of the public schools where they teach, and have all the pride and joy of ownership. Both taught summer school to make their down payments. All of this took careful planning, considerable courage, and firm determination. Though simple, both now have charming, comfortable homes.

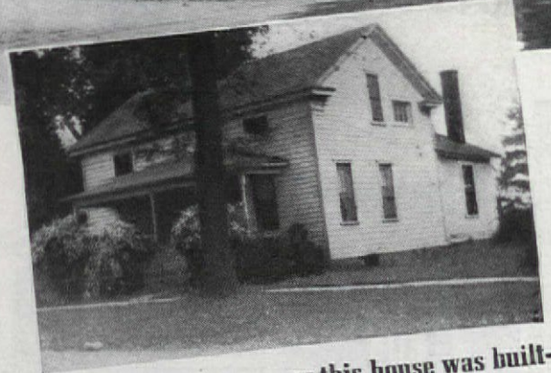
Two Illinois School Teachers Tire of Renting—and BUY!











One hundred years ago this house was built—
today it stands as youthful and sturdy as ever—
a tribute to the craftsmanship and skill of our forefathers

FRANCES J. GREEN

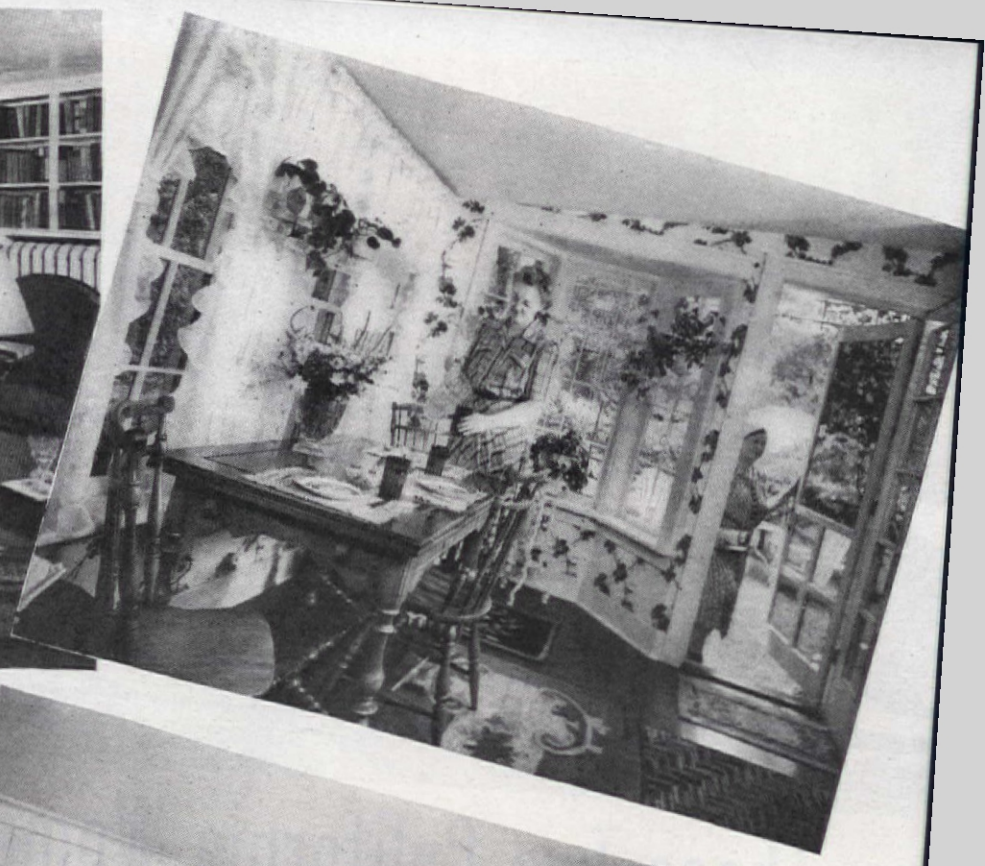
Frances Green, Social Service Worker, *Remodels* a Century-Old House

In all honesty, it really would be unfair to stress the word "remodeling" when describing the changes my sister and I have made in our century-old house. Drastic alterations were not necessary. We are constantly amazed at the eternal youthfulness of its appearance. That, to us, is one of its most enchanting qualities.

Today it looks pretty much as it did nine years ago, when first bought. Oh, naturally, a few pieces of exterior siding had to be replaced; a sun porch was added in the interests of modern living—but that was about all. The original bark is still clinging to the wooden oak supports in the basement; roof lines have weathered without signs of sagging or fatigue. It is still a simple house, unpretentious in appearance and plan, but just right for our manner of living.

We are active women. I am employed by the Infant Welfare Society of Chicago; my sister, a public health nurse. The rest of the family consists of our Scotty, Susie, active, too, but along different lines. Like most city folk, we had always craved a place in the country. Now we have one and are completely happy. This little house, located in Yorkville, fifty miles from Chicago, solves many of the problems that had heretofore confronted





Photographs by Frank Wilming



Interiors possess a friendly glow of good living. Books, colorful braided rugs, fine antiques, and an interesting collection of old glass, add immensely to this restful, cheery atmosphere

us. We know now where vacations will be spent and what a joy it has been as a week-end retreat. Puttering in the garden is just the medicine for getting rid of city jitters, a malady to which all social workers seem particularly susceptible.

Yorkville was named after settlers from New York state and the architecture of the houses is exactly like those built there a hundred years ago. . . . Like many of the other homes here, ours is located quite close to the highway. Its wood siding is wide and the windows on the first floor have nine panes in the top and six in the bottom sash. The upper windows are characteristically small. We are especially fond of the quaint narrow staircase leading to the upper bedrooms. In structure and framing the house is as strong and sturdy as when first built. Our early builders were certainly convinced that this country was here to stay forever. Their houses prove it.

Furnishing the interiors in character was really fun and traveling nurses have many opportunities for picking up all sorts of nice old pieces at out-of-the-way auction sales. Our braided rugs are faithful reminders of old coats and dresses belonging to both friends and family. From all kinds of places came our interesting collection of old glass. This is also true of the many early American prints that form the greater part of our wall decoration. Perhaps many of our furnishings have little value as museum pieces, but the atmosphere they produce is most satisfying. After all, I think this is the final proof of any real home.

My sister and I are pretty happy now that we did not give in to the fears and uncertainties that seem to possess most single women. We know now that owning a house gives one a sense of security and protection—a feeling that we, too, have a stake in the many good things that this topsy-turvy world has to offer. To us this is a very comforting thought.



These Two California Women Said Goodbye to Hotel Apartments

Home of Mrs. Alice C. McKinney and Miss Mary Ann Pavlich in Westwood Hills

Photographs by Maynard L. Parker

Miss Pavlich designed the house, and Mrs. McKinney took over the role of business manager. They planned the house around a mountain view, their books, and the shape of the lot which drops off at the back. As you enter the front door you look out to the Santa Monica mountains. Choice books, a carpet of soft green, curtains of mellow yellow corduroy at the big window, and lounge chairs upholstered in dark brown and gay chintzes make it a charming room. Green is a favorite color with both and has been used in one way or another in each room. Knotty pine and red tone paper for the kitchen, a blue that blends with the sky for the exterior—none of it is even remotely reminiscent of hotel apartments. MARTHA B. DARBYSHIRE

One Woman

"Horsepower" and man power are familiar designating terms, but who ever heard of "one woman power" as a unit of measure of ability for owning and maintaining one's home in the country? But the phrase "one woman power" gave me the solution of the economic problem, the courage of maintenance, and the freedom for enjoyment of a home in the country.

Having resolved myself into one woman through the exigencies of life, meaning I have to work for my living with no immediate dependents, the conciseness of one woman power suddenly turned me from looking subjectively at my work in the city to objectively surveying my mode of life. As I went back and forth from room (not home) to office, meeting business and professional women who were all my age, delicately over twenty-one, I became determined to own my own home in the country. On a salary which averaged thirty-five to forty-five dollars a week, this idea brought forth shrieks of derision from every friend I possessed. Time was when we had all known better days with fatter salaries and had had relatives settled someplace as a background of stability. Times have changed, but change is growth. We all wanted homes, but the remembrance of what homes used to cost and maintain had relegated the thought of owning a home to some dark nostalgic corner of our brains and there it remained.

As any woman knows, it requires quite some energy, forty strenuous hours a week, to execute and hold a job these days. The salary was budgeted to the last penny and then it hardly covered expenses. Friends skeptically remarked that if both ends did not meet right in town how could I indulge in the added expense of luxurious living in my own home in the country?

"Added expense" were the words which clinched my determination; I would not add expense but reshuffle the budget. Living as economically as possible, year in and year out, my room cost me twelve dollars a week and my food eleven dollars and twenty cents for the same period of time. These two items were the only ones possible to revalue and continue living on a decent scale, so I set to work to turn $23.20 a week into a home of my own, including all living expenses.

The main burden of friends' warning was "what if you become ill?" and "what if you lose your job?" These two factors were deciding ones for and not against my determination. If I became ill I should rather be ill in my own room than be ousted from a rented one; and if I lost my job, the roof over my head would be an asset to tide me along. My sole reserve after several years totalled $750.00, a discouraging amount, considering the fact that I certainly was not growing any younger.

Drastic indeed were my recapitulations of the value of possessions and what was necessary in a home. Nothing, absolutely nothing, would be acquired which one woman could not care for, if occasion demanded. This meant ground maintenance, construction upkeep, household management, and repairs as well as the chores of cooking, cleaning, and ironing while carrying on in the office daily, weekly, and annually. The whole idea was so fantastic from the viewpoint of energy alone, that it became a game to be played and won alone.

For eight week ends I scoured the country. The normal reaction to $750.00 cash in hand for property in-

MARY LOUISE COLEMAN

Power

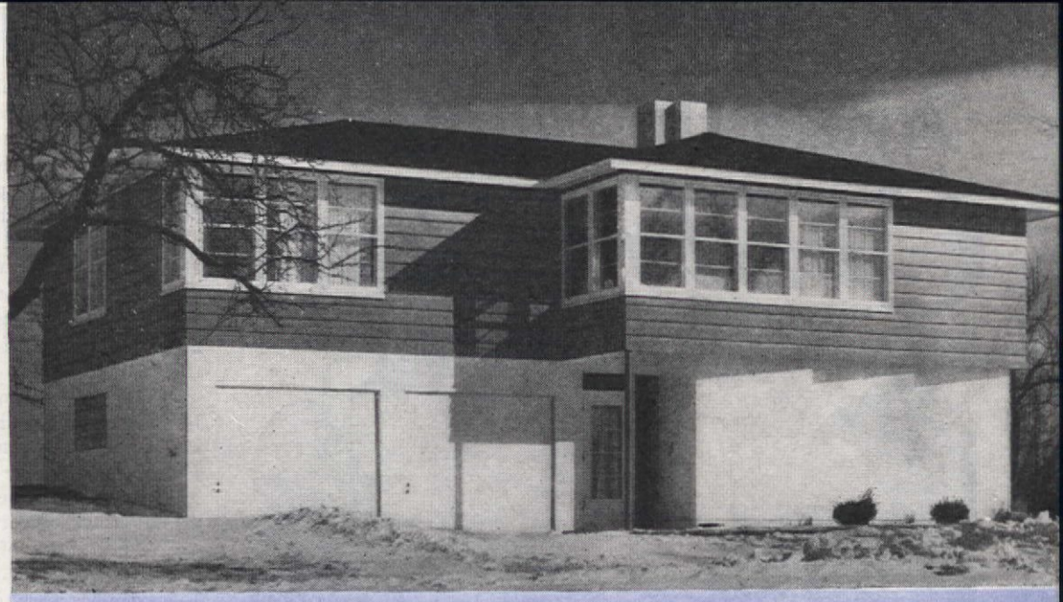
vestment was an endless parade of bungalows in the suburbs or of farms way off in the Styx. Years of experience had taught me when applying for a job to go direct to the head of the firm, if I could. Two weeks' looking at bungalows, restless in the waves of neighbors' radios, or investigating farms, the buildings of which demanded limitless income to be made habitable, brought me up with a jerk. I went direct to the most expensive neighborhood in the country and bought outright a patch of ground, less than an acre, with my precious $750.00. On the line between two towns this patch remained neither fish nor fowl to the real estate dealers principally because city water was not available, mail service was R.F.D. and telephone could be one town or the other—it was just good red herring!

One thousand dollars-plus is quite a good price to pay for land per acre, no matter in what part of this affluent country of ours. But I had a patch of fertile soil in a neighborhood bound to increase in value, apple trees of prime bearing age, and wonder of wonders, a shallow well of clean water. This well was really a stroke of luck. Had I been looking for such a thing it could never have been found. The water supply on any place is of prime consideration; trees can be grown, houses can be built, soil can be made, but water and its accessibility in the country is always a gambling matter.

My next move was to acquire the mortgage money with which to build. So ignorant was I, that I thought if the land cost $750 the first mortgage would be on a building which cost $750.00. Imagine my surprise to learn that if the land were free and clear, the first mortgage for building could be had to the amount of fifty per cent or more of the finished value of the whole property. Instead of building just an enclosed shed, as I had been willing to do, I could design and build my ideal of a comfortable New York apartment. In affluent times I had achieved great comfort in living in attractive one room apartments, so there was no reason why I needed more space in my house. The living room measures 18′x22′, the screened porch 10′x18′, the bed room 8′x9′, the bath-dressing room 8′x9′ and a 7′ high cellar underneath the entire house. This is all I need, all I want to care for and all I am going to have. Suffice it to say that such a limited division of space in a house just is not considered normal. "I would need a maid's room." "I would want an attic." "I would soon discover a guest room and bath imperative." "One woman power" rang in my ears and I would growl, "Those additions will come in the sweet bye and bye."

By the display of forceful determination and will power in curbing any extravagant desires, the building cost $2,790.00, the plumbing $350.00 and oil burning hot air system for heat $355.00. That total demanded interest and amortization to the tune of one week per month's allowance for living expense.

It all sounds so simple now that it is done. I stress the economic side first because all lone women tell me they want a home in the country but they permit economics to defeat them before they have taken the first step toward fulfilment. "It isn't the original investment, it's the upkeep." That same upkeep on my house would have to be attended to, in all probability by one lone woman, and a part time woman at that. So from the



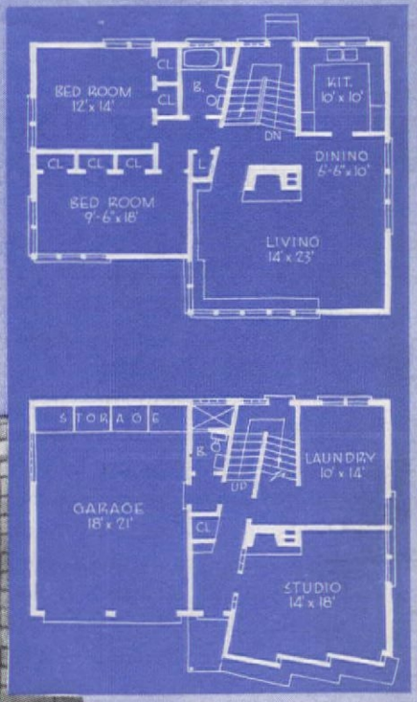
Studio Home for a Wisconsin Art Teacher

ON THE crest of a hill outside Madison, Wisconsin, stands this attractive red and white modern house, whose owner, Miss Irene Buck, is a teacher and an artist. It was essential that she have comfortable living quarters and a studio in which to paint and exhibit her own collection of art.

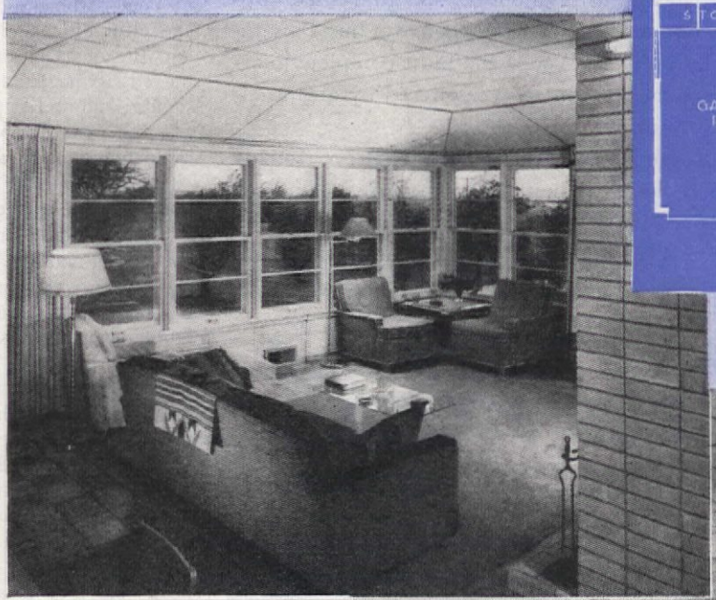
The architects looked the piece of property over with careful eye and said, "we will build a two story house with the major living quarters on the second floor, and that means putting the studio (used chiefly at night, anyhow) on the first floor close to entrance." This plan was so logical that it was at once accepted as the perfect solution.

That's why we see, beside the garages on the first floor, the laundry and a pleasant studio with ample wall space for hanging pictures. Upstairs, there is living-dining room, kitchen, two bedrooms, and bath. Modern materials are used in a free way and built-ins are skillfully handled and color used to great advantage. Fortunate the busy woman who can come home to this modern, livable studio house.

ETHEL McCALL HEAD



BEATTY and STRANG ARCHITECTS





Two views of the living dining room gloriously sunlit by the large windows. Note convenient built-ins

Avoid this winter's... *Chilly Chats*



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beginning of original design through fiery building disputes to final dining on a porch in screened comfort, one woman-power was the firm answer to all arguments. No proverbial Philadelphia lawyer ever had the ability to argue, dissent, and plead as have architects and contractors.

My apartment comfortably squats on its terrace. To every argument for a two story box of a house I had three arguments to build only one story. Tax assessments are less, there is no attic in which to store trash and if the worst comes to the worst I can climb to the roof to inspect leaks or to clean the gutters without a fatal attack of vertigo.

The next bone of contention was the finish of the exterior walls. Everyone has a white house for miles around in this part of the country. Having wielded a paint brush most of my life, I would have nothing whatever painted which was not absolutely necessary for preservation. No labor of mine for love, cash, or sympathy would undertake the necessity of painting the entire outside of the house every two or three years. So the exterior walls are of pecky cypress, unsullied by paint, oil or stain; they are dutifully turning a silvery gray without any labor but that of the weather, and harmonize with the stones in the fields.

All construction from foundation to roof is as strong as the rock of Gibraltar. In addition, five layers of insulating material keep heating costs in zero winters to the small total sum of $70.00. Such determination it took on my part to install a furnace which burns either oil or coke! The ability of the furnace to burn coke if necessary is in the realm of one woman-power because a shovelful of coke is light in weight and the quantity of ashes to be removed is negligible. Hot air heat requires no water pipes to drain in freezing weather nor does it produce a pounding of steam for an alarm clock. For once the best for my purpose was the least expensive.

There is only one entrance door for callers and service and access to the cellar. A woman can answer only one bell at a time, and I refuse to be Dutch enough to scrub two stoops, ever. Neither could I be persuaded to have a ceiling lower than nine feet; but amazement at having any ceiling in a small house higher than the customary 7'6" vented itself with anathemas such as "the extra cost of heating would fall on my own head." That same head has been remarkably soothed by a sound-deadening ceiling neatly stuck up in squares.

From head to foot of house-keeping the care of the floors is the heaviest task to perform. To attack brazenly the sentimentality toward wood floors is an heretical course to tread. One woman-power threw conventionality to the breezes and covered the entire floor space with heavy linoleum, marbled a dark gray and cream. It is buffeted twice a year

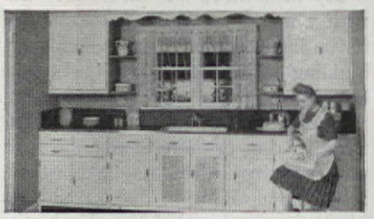
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Here's my dime for my copy of the Curtis Kitchen Planning Book.

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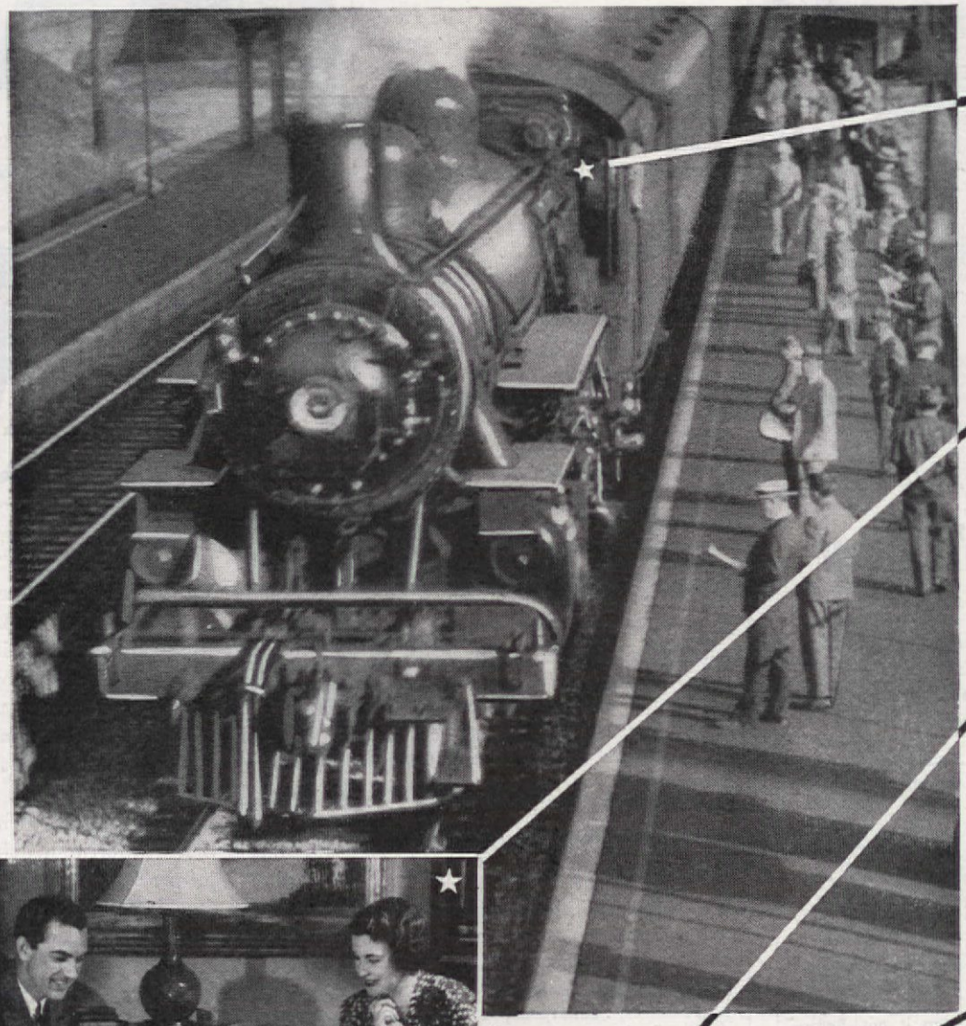
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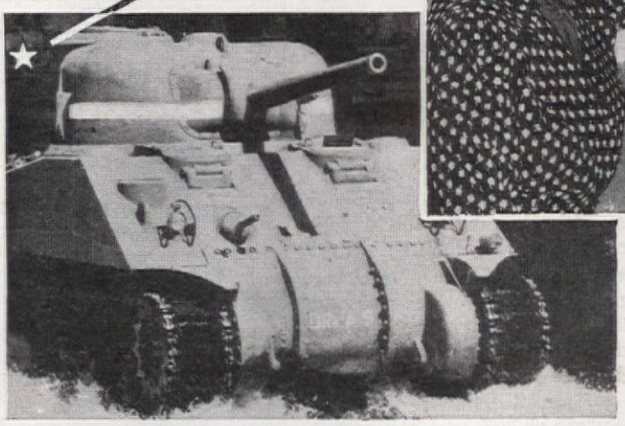


★ Imagine your home for one day, without coal! Probably no electricity for the lights you turn on, the radio you listen to, for your toaster, refrigerator, or washing-machine. Probably no manufactured gas to cook the food for tonight's dinner. Probably no heat!

★ You would be deprived of any relief from an aspirin tablet. Your home medicine chest would be swept almost bare. For Bituminous Coal derivatives are used in making aspirin, laxatives, rubber goods, perfumes—to name only a few necessities of modern living. Coal also makes life-saving sulfa drugs for medical and hospital use.



★ America's march to Victory would come to a standstill without Bituminous Coal. For coal makes ammunition and explosives. It takes Bituminous Coal to make the steel that makes our ships and tanks and planes; its many by-products make parachutes, plastics, radios, and aviation fuel. Fortunately, America is the richest nation in the world in Bituminous Coal deposits. We have *more* of the best and cheapest fuel than anyone else! We have the finest mine machinery. Merely by continuing the present world's record rate of production, we can get out all the Bituminous Coal our country needs . . . in war and in peace.



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BUY MORE WAR BONDS!



How to get a good night's sleep

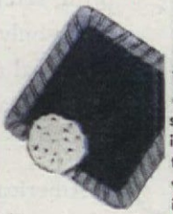
You can't be wide awake by day if you're not sound asleep by night. So, if you're troubled with sleeplessness, better do something about it. The makers of Dan River's sheets have just published a book of sleep-inducing methods that really work. Here are some of the things they suggest.

1. TEPID, NOT HOT



Contrary to popular belief, a hot bath is often more stimulating than relaxing. Take yours tepid, pat yourself dry, and see if you don't rest better.

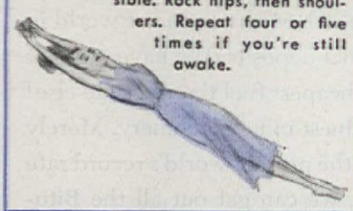
2. ERASE "WORRY WORDS"



This trick is often effective. Picture a slate on which chalk is writing down your troubles. As each word appears, imagine a sponge rubbing it out. Before long, total blackness.

3. R-E-A-C-H FOR SLUMBER

This is called the "cat stretch" Reach for head and foot of bed. Make yourself l-o-n-g as possible. Rock hips, then shoulders. Repeat four or five times if you're still awake.



4. SLEEP ON DAN RIVER'S SHEETS



Smooth, luxurious sheets make sleep more inviting. You're sure of fine quality if you specify "Dan River's Sheets" in the size specially designed for your bed.

Dan River's Sheets come in two constructions: "Virginia Manor," a luxury muslin, and "Shenandoah," a utility muslin.

Send for the free booklet "How to Get a Good Night's Sleep." Dan River Mills, 40 Worth Street, New York 13, N. Y.

"Sleep Beautifully" on

DAN RIVER'S SHEETS

DAN RIVER MILLS **DANVILLE, VIRGINIA**

with traffic wax, the same non-skid wax used in stores. Wiping with delicate soap and water once a week were my instructions for maintenance, but in reality to perform that chore once a month is sufficient. The greatest tribute ever paid to my singleness of purpose is the remark made by my meticulous housekeeping Mother, "These are the most remarkable floors. I can sweep and sweep and then I cannot find the piles of dust. No dirt ever shows on these floors."

Each woman to her own taste in furniture; my inclination is for little or none, but if fortune is with me I shall soon have two comfortable chairs instead of one. I remain adamant however in not having ten or twelve chairs, emptily staring at me seven days a week. When seating space is needed for ten or twelve guests which is seldom, but sometimes imperative, ten or twelve comfortable decorative deck chairs will be unfolded from their rack in the closet. One woman cannot move and sweep under an excess amount of heavy seating space and catch the eight-fifteen.

Two rooms and bath in the country automatically extend their walls to the infinity of the horizon, by looking out of the windows in winter or by walking out of doors in summer. The size of my house is approximately 140x200 feet. It is not for aesthetic values alone that I have made a garden for each room of the house, including an extra one for the salad bowl. Subsistence is the definite aim. Gardening begins at the kitchen-herb-dining terrace adjacent to the kitchenette. The living room garden is green though I generously admit regal lilies, tuberoses, spicy white pinks, and nicotiana for fragrance throughout the season. The bedroom garden has more practical than aesthetic values and were the truth told the garden's sole connection with that room is the fact that it grows while I sleep. There are permitted only perennial fruits and vegetables: grapes, asparagus, raspberries, rhubarb, blueberries and horseradish.

Garden maintenance is not going to run me into the grave, as long as I hear the wee small voice whispering one woman power. Not a blade of grass will I have on the place, except that which is way back under the apple trees. All ground is covered with pachysandra, myrtle, and ivy. Evergreens take the place of all varieties of shrubs. Annuals are taboo, and this decision requires great will power to adhere to when the flower catalogues bloom in the spring. If vast expanse of lawn and wide English borders surrounded the house, I should be utterly exhausted before I could ever walk to the flowers to weed.

In this manner has the budget been juggled for interest and stability and health. Self denial, some think, is good for the soul. I prefer to use my head to save my heels by setting the scale of all desires to the simple rule of one woman power. Who fears the Sword of Damocles?



Today War Bond dollars help build and buy battle-winning equipment for American fighting men. Tomorrow, these same War Bond dollars will mean better home living for the countless millions who now fight and work for Victory.

When War Bond dollars bring the magic of automatic heating to your Victory era home, be sure that heating is built by Oil-O-Matic. Because you can expect *more* from Oil-O-Matic. More in abundant comfort . . . more in carefree convenience . . . more in healthful warmth . . . more in time-proved dependability . . . more in economy. All the result of a quarter of a century of peacetime and wartime experience in precision-production. . . . In experience and know-how, Oil-O-Matic stands alone.

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The worst dressed girl in town

Why is it that a man is all thumbs when it comes to changing a baby?

What's hard about it? Fold here . . . fold there . . . and pin here. A mother can do it with her eyes shut.

Of course there's that time-tested factor of experience to be considered. Mothers have been handling babies for ages. Fathers . . . well they've been more or less on the sidelines, basking in the glory.

Yes, that single item *experience* is the crux of everything. It certainly is with insurance.

You can try to protect your home or business by buying insurance policies piece-meal, whenever you feel the urge. But the chances are, if you have no definite plan . . . made especially for you by an experienced insurance counselor . . . your protection will be loose, ill-fitted and far from what you need.

The thing to do is to let your Employers' Group Agent, *The Man with the Plan*, be the "mother" of your insurance. In no time, he can pin up a protection plan that is fool-proof in every respect. For he has the proper insurance experience. He can quickly analyze your needs and show you the hazards to which you are exposed. Furthermore, he can find any weak spots in your present policies and, being posted on all the latest developments in insurance, he can tell you how to get better protection at the lowest cost . . . protection that gives *freedom from worry over financial loss.*

Call *The Man with the Plan now.* You have everything to gain and nothing to lose. He will make a complete analysis of your whole fire and casualty insurance program *free.*

The Man with the Plan brings you news by Cedric Foster . . . Sunday evenings over a national radio hook-up. Consult your radio page for time and station.



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THE EMPLOYERS' GROUP MAN IS THE MAN WITH THE PLAN

Wife begins at 40

(A story in three parts)



♪ "From the time I married, I had a great desire to learn to play music. I saw how much it adds to a home. But I never could find time to study till the children were older and all in school. Then I was determined to learn.

♪♪ "My music dealer assured me it's never too late . . . that he has seen more and more adult beginners in recent years. Then he made a suggestion that was all I needed: he showed me the Hammond Organ and said that here was a way to play rich, satisfying music more easily. I played a few notes . . . the tones were glorious and full and spine-tingly!

♪♪♪ "So here I am now, not much more than a beginner, and playing music that is truly lovely . . . more beautiful than I had dreamed of. My Hammond Organ is so enticing and so ever-interesting that it keeps leading me on to bigger things. Playing and practicing are my pet hobby!"

★ ★ ★

The moral of the story is: If you have music inside you that begs for expression, get acquainted with the Hammond Organ. In thousands of homes and apartments it's making music a richer experience for thousands of families. You can't buy one now because we are engaged solely in war work. But you may wish to join the many families who are planning for a Hammond Organ after the war. Hear and try the Hammond Organ now . . . most dealers have reserved one for this purpose.

HAMMOND ORGAN

Plants 1 and 4

FREE—*Write for your subscription to* HAMMOND TIMES, *monthly magazine about organ music for the home. Hammond Instrument Company, 2941 N. Western Ave., Chicago 18, Illinois*



"Safe" Schemes Need Not be Dull Schemes

Ideas from ELIZABETH VAUGHAN



Photograph by Gerald Young

THE homemaker usually selects a color scheme the way a man, given the philosophy that comes of experience or observation, goes about choosing a wife. The unusual may be more interesting but, also, there is the chance it may prove impossible to live with. It is more comfortable to play safe and risk the dull side. But there needn't be a dull side to



BROWN

These two living rooms follow the rules as to logical grouping of furniture and "safe" color schemes. Nonetheless, they are rooms with warm and interesting personalities



"Boy, oh boy! I wouldn't swap it for a million—the grand and glorious pleasure of fresh Pacific Sheets!"

When you ease yourself in between these cool, snowy-white sheets and draw the smooth, crisp top one up to your chin—brother, that's heaven!

Pacific Sheets are no luxury as to cost, but as to comfort they're luxury itself! They're made the *balanced* way, to give you the best possible combination of all desired sheet qualities. They're soft and smooth and white, yet strong and firm too; and they cost no more.

When you buy Pacific Balanced Sheets, you're buying a better night's sleep! Look for them at fine stores everywhere, identified by the Pacific Facbook. This detailed informative label tells you all the service facts and figures about each Pacific sheet and pillow case. Pacific Mills, 214 Church Street, New York 13.

BALANCED
PACIFIC
SHEETS



PACIFIC PERCALE · PACIFIC HEAVY MUSLIN · PACIFIC TRUTH MUSLIN

Made by the makers of Pacific Factag Fabrics—Cottons and Rayons



How to get more kick out of your shower!

Step into a shower where the water surges out in a hard-hitting spray. When you step out again you'll feel refreshed and lively.

Your shower will have plenty of kick to it if your home is equipped with good Chase water pipes.

Your bath may be on the top floor, and the plumbing may be years old, but if it's Chase Brass Pipe or Copper Water Tube you'll get the most out of your water pressure and your shower. For Chase Red Brass Pipe and Copper Water Tube are rust-proof ... and corrosion-resistant.

Now is the time to plan the plumbing for your home of tomorrow. By consulting your architect or plumber today you can enjoy the advantages of Chase Brass or Copper sooner—once the war is won.

Chase

BRASS & COPPER CO.

— INCORPORATED —

Subsidiary of Kennecott Copper Corporation

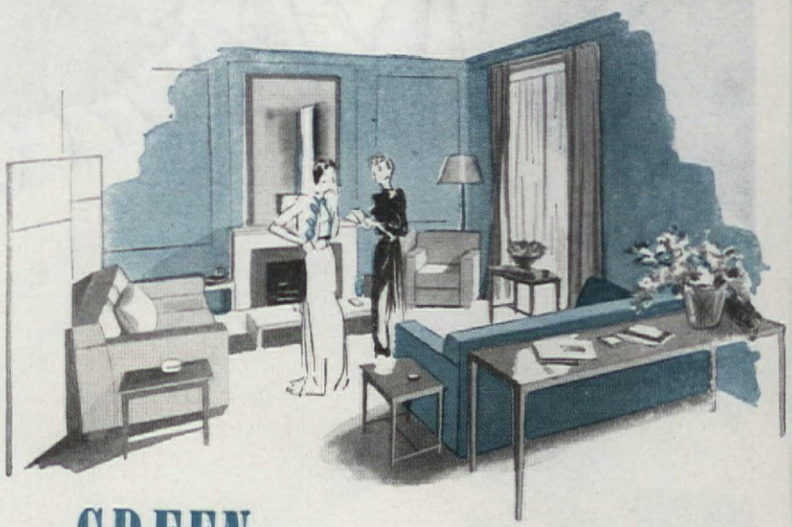
Waterbury, Connecticut

After the war enjoy Chase Red Brass Pipe or Copper Water Tube, Chase Bronze Screen Cloth, Chase Copper Gutters, Downspouts and Flashings, in your home. And install good brass and bronze hardware and brass plumbing supplies, too

your color scheme! You can get away from it without the extremes.

Let's say green is your favorite background color. It is safe enough. And besides Nile green and jade, there is a variety of lovely shades—marine green, olive, the deep green you see in a lily pad, and the still deeper shade that mantles the spruce in wintertime. You may prefer a background color in a shade you are sure of—delphinium blue, gray, lime green, or dusty pink. You can give your color scheme a lift by the use of a second color not usually seen with these, such as certain shades of mauve, orchid, or pale yellow. Rich purple goes well with pale yellow or beige. But when you use purple for accent, be sure that it is a soft shade, exactly right for contrast, and use with caution and economy. Then it gives your room a delightful lift.

The various blues make flattering backgrounds and if you decide on delphinium, delft, lapis lazuli, or marine, you might consider combining it with coral pink, dusty pink, one of the mauve or purple tones, one of the greens, or a pale, clear yellow. The rug weavers "down Mexico way" get some surprisingly harmonious effects by combining simple basic colors and pointing them up with some exclamatory shade. Canary yellow, beige and the right brown, and beige, rust and electric blue make interesting threesomes. The success



GREEN

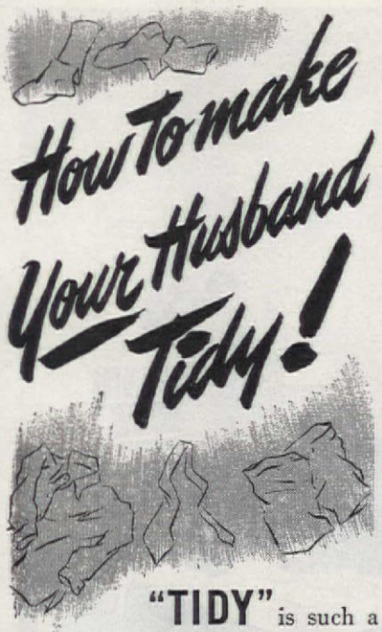
A safe green scheme may be the perfect medium for an unusual treatment such as the darker wall, or picture that claims attention

of this is to confine the strong vivid color to a small area. The smaller the area, the stronger the color can be without shrieking. Pottery, glass, or bric-a-brac is an excellent medium for bright contrasts.



Sketches by R. Ellender

How To make Your Husband Tidy!



"TIDY" is such a nice word, but one that means little to your husband—particularly in the bathroom. Dirty socks, shirts and underwear are tossed anywhere by careless masculine hands. You probably have a sad-looking bathroom hamper, but he never sees it.



OF COURSE you have pleaded and scolded without success. So why not try this.

PUT A NEW, handsome Whitney hamper in the most conspicuous and handy spot in the bathroom. It's good-looking, sturdy construction and its fresh color matching your bathroom color scheme will catch his eye every time he sees it. He'll use it for the small boy fun of handling something new. By the time the novelty wears off he'll be trained to tidiness. He'll have the habit of neatness and your bathroom will be in better order forevermore.



WHITNEY HAMPERS are designed for beauty and built for durability. They come in a complete line of bathroom colors. You can always identify a Whitney Hamper by the label on the inside of the cover and the Fact Tag on each hamper gives you all the details of its superior construction.



F. A. WHITNEY CARRIAGE CO.
Leominster, Mass.
HAMPERS AND BABY CARRIAGES

Yellow is tricky. The shades to shun for background are those which are pronouncedly mustard tan, or brown in tone. If you are spreading yellow on walls, try for a clear pale shade with a hint of sunlight in it to brighten the room.

A color easily overdone is brown. Too much of it makes for a sluggish color scheme. If you have brown for the floor covering, you might like to continue this restraint and select a beige tone for the walls, then have bright orange, rust, olive green, or yellow in almost any shade, for use as the third color in your room.

Use of color depends to a great extent on the size of the room and the lighting. It is better to relegate strong, warm colors—those containing reds, yellows and rich, bright browns—to rooms large enough to keep those colors from closing in on you, and to rooms either on the north side of the house or shy on windows. The cool colors, gray, green, blue, and white, are more compatible with small rooms and rooms that get sunlight.

In a small living room, the sofa bids for the longest unbroken wall space. It is important to arrange the large pieces of furniture parallel with the walls and as flat against the walls as can be managed. With plenty of space, however, you may like the sofa drawn out into the room, perhaps to form a right angle with the wall—provided you have a long sweep toward the opposite end of the room with furniture heavy enough for balance. If you have a long unbroken wall, you could paint a panel of the wall, against which you center the sofa, the same width and shade as upholstering. To do this successfully, the other walls must be in light contrast.

A room that is too high and narrow can be made to seem lower by the use of horizontally striped draperies. Hanging the pictures with the centers at eye-level is another means of keeping the interest low. In choosing your color scheme, decide whether you want clear tones or gray tones to predominate, and follow through with them for your second and third colors. In arranging your furniture, make the groupings logical—the most important pieces at the most interesting part of the room, by the fireplace or by a window with a view or where you want to focus the interest. Your desk should be placed by a window so the light falls over your left shoulder, with a comfortable side chair in front or conveniently near. This is just common sense—but common sense really doesn't need to be dull!



Can I still get good Blankets?

YES. Wool has been released for civilian use, so you can really shop for *quality!* Of course, you shouldn't buy new blankets if your present ones are serviceable; buy *extra* War Bonds instead. But if you *really* need new blankets, buy Chathams—they launder beautifully and last for years.

How can I be sure I'm getting good value?

Look for the famous Informative Label on every Chatham Blanket. It gives all the facts about size, weight, construction, durability, colorfastness, shrinkage—facts you need to *compare* values. Sometimes a lower-priced Chatham Blanket will suit your requirements as well as a more luxurious one. The Informative Label helps you to decide.

Can I get a Chatham Blanket at the price I can afford?

Yes, you can. From luxurious all-wools to thrifty, serviceable blends, there's a Chatham Blanket within your budget—and it's the finest blanket to be had at its price. See Chatham's Sutton, Marley, Woolwich, Lamsdown, from about $6* to $16*. Four pretty colors: Rose, Blue, Green, Cedar, with matching bindings of rayon satin.

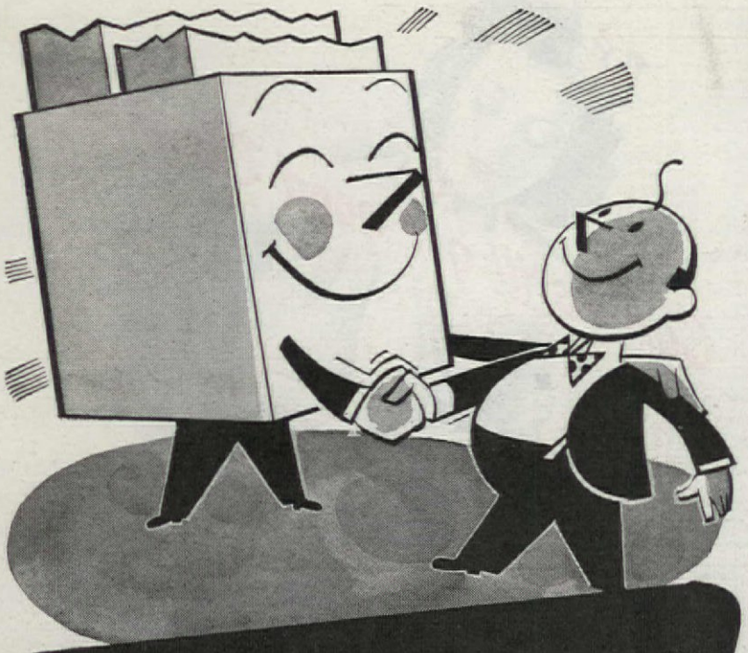
** Prices slightly higher in the West*

BE SURE—look for the Chatham Informative Label!

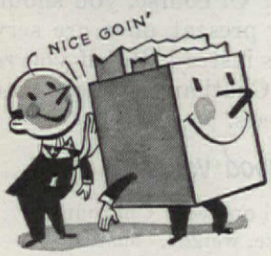


BUY EXTRA WAR BONDS

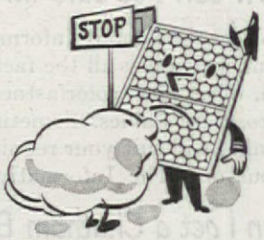
Chatham Blankets
"THE AMERICAN STANDARD FOR BEDTIME COMFORT"
Chatham Mfg. Co., Elkin, N. C.



Give your furnace a "Break" and *save fuel* this winter!



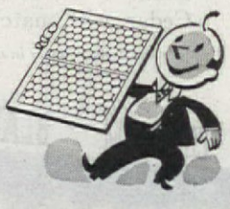
1 **Your forced**-warm-air furnace, as you well know, can provide plenty of clean, thrifty heat. But, to do so, it must have *clean filters* because . . .



2 **These air filters,** in time, become clogged with dust from the air. This retards the flow of warm air to your rooms. You're chilly. Fuel is wasted.



3 **With clean filters** installed, you again get lots of heat with a minimum of fuel. What's more, the filters trap excess dirt. Keep it from soiling walls, draperies, furnishings.



4 Start the heating season with new Dust-Stop* Air Filters! Manufacturers have chosen them as standard equipment in most forced-warm-air furnaces.

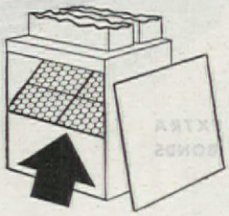
Look in the classified telephone directory for Dust-Stop dealers, or order from your local department or hardware store. Most sizes cost only $1.50 each.

FIBERGLAS*

DUSTOP*

*T. M. Reg. U. S. Pat. Off.

AIR FILTERS



Filters are inside the blower cabinet. Just remove the panel to replace.

Owens-Corning Fiberglas Corp., 1905 Nicholas Bldg., Toledo 1, Ohio
In Canada: Fiberglas Canada, Ltd., Oshawa, Ontario



Photographs by Julius Shulman

SAGA OF SCAVENGERS

OUR interior decoration might be called "Junk Period 1941-?" But we prefer to think of it as up-to-the-minute "War Style." For the furniture, we haunted junk shops which, before December 7, 1941, we would have passed with a decided uptilt of the nose. But we were governed by the premise that, having one completely furnished home—rented furnished when the architect of the family went into war work in the city—anything but the most modest investment for our new pattern of living would be extravagant duplication. So we scavenged! And by dint of scraping, sawing, and painting, we salvaged. From the results of our hard work, we derive an amazing satisfaction for we have some very attractive pieces of furniture which came into our hands as packing

Neither Colonial, Victorian, nor Provincial—but War Style

ETHEL McCALL HEAD



BUY THE BEST

BUY ARMOUR'S STAR



Armour's Star Ham brings extra goodness to thrifty meals

Here Armour shows you how to get 4 fine meals for a family of 4 from a 6 to 8 pound Star Ham Shank

For delicious, thrifty meals, Armour's Star Ham Shank is a best buy. Although it is an inexpensive cut, you get that famous Armour's Star flavor... the flavor of carefully-selected ham... sugar-cured in Armour's exclusive way... and then slow-smoked over fragrant hickory and hardwood fires. The wonderful flavor that only Armour's controlled mellowing can give.



To make these meals, first split the shank lengthwise with butcher knife. Let the knife follow the bone. (See diagram.)

MEAL 1. Slice the cushion or boneless side. (Makes about 8 slices, cut ¼-inch thick.) See recipe for Broiled Armour's Ham.

MEAL 2. Simmer the bone side in water to cover for 1½ hours or until tender. Use broth for a hearty bean soup. Use meat as follows:

MEAL 3. For a grand hot dish, use the recipe given here for Armour's Star Scalloped Ham with potatoes and corn.

MEAL 4. For a cold sandwich meal, chop remaining Armour's Star Ham and combine with celery, sweet pickles and salad dressing.

Buy War Bonds and Stamps



Scalloped Armour's Star Ham with Potatoes and Corn

Cube 1 cup of cooked Armour's Star Ham. Combine with 1 cup of cooked corn (cut from the cob), 1 quart sliced, raw potatoes, ¼ cup sliced green pepper, 1 teaspoon salt, ⅛ teaspoon pepper and ¼ cup finely chopped onion. Place in casserole dish. Sprinkle with 2 tablespoons flour, then pour ¾ cup milk over top (enough to cover). Cover casserole and bake in 350° F. oven for 1 hour or until potatoes are tender. Remove cover and brush top with butter. Bake 10 to 15 minutes more until brown. Armour ideas make the most of meat.

Broiled Armour's Star Ham with Lemon Buttered Cabbage

Place four ¼-inch slices, cut from the cushion side of Armour's Star Ham, on broiler set 4 inches under heat. Broil 3 minutes to the side. Serve with 1½ cups coarsely shredded cabbage, which has been cooked 6 to 7 minutes in boiling salted water, then drained and seasoned with the juice of 1 lemon and 4 tablespoons Cloverbloom Butter. Serves 4. Armour ideas make the most of meat.

© ARMOUR AND COMPANY

ARMOUR
and Company

Tune in "DATELINE" Every Monday Night Over CBS. Thrilling Behind-the-Fronts Program. See Local Paper for Time.

Self-Imposed Discipline

In his befuddled mind, Adolph Hitler fallaciously thought that, because Americans were free men, they constituted an undisciplined and chaotic mob.

Hitler overlooked the capacity of lovers of liberty, in voluntary association with their fellow citizens, to discipline themselves.

It is this self-imposed discipline which enables every thrifty American to save as seed corn part of each year's earnings.

This same forbearance, in creating savings which leave unconsumed part of each year's production, provides the superior tools which aid the human worker to produce more. In recognition of his increased productivity, the worker gets, in time of peace, more and better things in exchange for a week's work.

Business management provides a creative leadership, which lifts the ability to produce of the rank and file of workers.

The competence of business management in the matter of leadership is continuously tested.

The scoreboard of efficiency is the cost sheet.

If management is wasteful and inexpert, it pays for its economic sins and weaknesses in inability to get back in the selling prices received for its products sufficient to recoup its costs.

Continuous losses inevitably lead to business mortality.

The process commonly called "the survival of the fittest" ceaselessly takes place in the business world in a competitive economic society like ours.

Through such natural selection the four-flushers and second-guessers of business are soon eliminated. They cannot find "angels" permanently to fund their deficits.

Thus the cost sheet is a powerfully effective disciplinarian.



It keeps the businessman alert, and forces him to proceed along economical and constructive lines which customers of his products will approve.

Inspired by awareness of the customer's insatiable longing for better products, Armour engages in continuous research in the broad field of packinghouse products to give customers the variety and quality of products they want and to distribute them at an ever decreasing cost. Flowing from Armour to the customer as the result of this research have been, among many other things, important items whose ingredients were once discarded as waste materials. Glue, fertilizer, cup greases, candles, paints and enamels, adhesives and plastics are products whose life begins at Armour and which testify to Armour ingenuity. In its march in the parade of progress, Armour has added to its retinue of products, not only "neo-fats" which play lead roles in industrial uses today, but also, the emergency food rations widely used by the Army and Navy.

Armour owes its continuing leadership for 76 years to its capacity to serve and please large groups of customers through succeeding generations.

G. A. Eastwood

President, Armour and Company

Second of a series of statements on the American system of free enterprise which makes possible such institutions for service as Armour and Company.



STANDING FOR EXCELLENCE

Their durable qualities have established Martex Towels as standing for excellence in the minds of two generations of American Women. For over 46 years, Martex has led with lovely new patterns and beautiful colors. Always the plied yarn under-warp has assured long wear. Though choice of colors and patterns is now somewhat limited, quality still remains an outstanding characteristic of all Martex Towels.

Martex bath towels and dish towels are sold only at department stores and linen shops. Wellington Sears Company, 65 Worth Street, New York 13, N. Y.

BUY MORE WAR BONDS

Martex

BATH TOWELS • DISH TOWELS • CHENILLE MATS

cases and refrigerator legs. In fact, those were the makings of the coffee table, almost six feet long and two feet wide, which is our special pride. The low legs are from the refrigerator cased into our own modern kitchen. We covered the plywood with a box with cream wall linoleum, our favorite material, and painted it chartreuse, an effective color against the wine red couch. A friend offered us two white wicker rocking chairs and "Pappy"—a zealot by now with the saw—changed them into low chairs which were also painted chartreuse and upholstered in wine red. The couch was one of two good pieces we had been able to bring from our own home. The tw end tables were whipped out o scraps of plywood, long cherished with dowelling for supports an blue-green linoleum for the top Wine moss fringe covers the coars machine stitching which betray the bargain basement origin of th lamps. I have found moss fringe beautiful medium for hiding sun dry evils. The gap by the pati door was meant for a modern buil in. We bought some lumber, co ered it with remnants of wallpape built a radio into the unit, applie a wall linoleum to the flat surface and affixed a flat spring that ha been in a porch swing. The ma tress we purchased for two dollar



Scraps of plywood boxes, discarded refrigerator legs and wa linoleum! Of such junk the swank living room furniture is mad







Through these Doors...

Pass the Most Fortunate Women in the World

Scientific designing is making the homes of American women models of comfort, beauty and serviceability.

Where before, doors were just doors, now they're as carefully planned as a modern kitchen. Leading in this new perfection is a door of tremendous advantages — the Mengel Flush Door!

When you first see a Mengel Flush Door, you think: *How streamlined its smooth surface, unbroken by panels!*

When you put your fingers on its beautifully-figured Weldwood Plywood and the door silently swings open at your touch: *You're amazed at its lightness!*

When you have Mengel Doors in your own home, and you never have to worry about their warping, sagging or swelling: *You wonder why no one ever thought of making doors this scientific way before!*

Like a honeycomb, they're "hollow-grid" construction. This gives them their unusual strength and lightness and excellent insulation qualities.

These flush doors catch no dust — their smooth Weldwood Plywood surfaces have no mouldings or ledges for particles of dirt to cling to.

You can choose Mengel Flush Doors, too, which exactly match the beautiful Weldwood Plywood paneling on your walls — rich mahogany, warm walnut, cool oak, figured gum or birch.

When your door plans call for painting, gum or birch is your wood. These inexpensive hardwoods take paint beautifully — and never show "grain raise."

Happily, too, mass production makes the cost of Mengel Doors, in all standard sizes and shapes, so low it's insignificant.

Ask your architect and builder about the advantages of Mengel Flush Doors now.

. . .

***Send for FREE Illustrated Booklet** giving more information on Mengel Flush Doors made of Weldwood Plywood, and showing many ideas, in full color, for beautiful, low-cost, wood-paneled rooms.*

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620 West 46th Street, New York 19, N. Y.

Please send me a free copy of "Beautiful Wood—For Beautiful Homes."

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A.H. 9

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Mengel Doors

Weldwood

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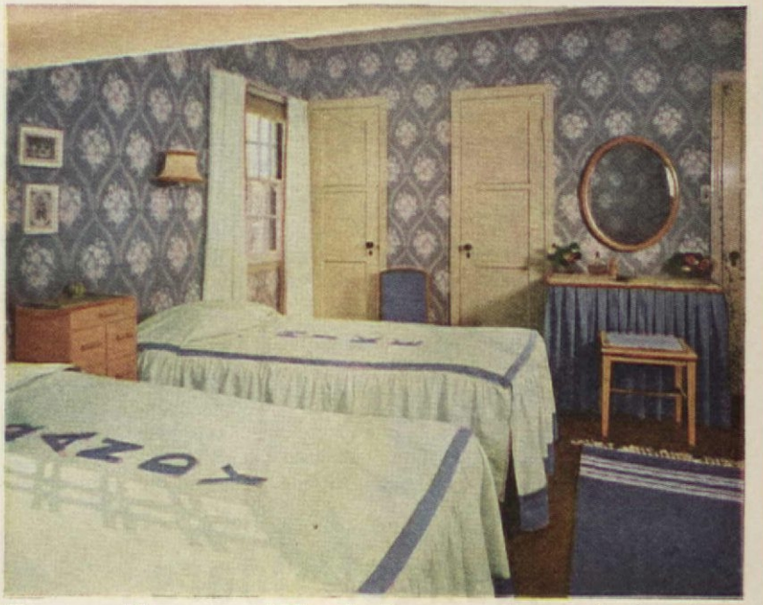
MENGEL

The beds for one of the bedrooms have simple frames made of discarded lumber which are concealed by spreads of unbleached muslin, trimmed in blue denim. The dressing table is made of an old box, topped with thin linoleum, and a mirror from a battered dresser. When the mirror, scrolls and worn brass hardware were removed from the dresser and it was refinished with a white top and dusty pink paint and given dowel handles of natural wood, it became a handsome piece. The chest of drawers between the beds was purchased unpainted and the same dowelling (once used for a garden trellis) made modern handles for it. The blue rug, the work of the state blind, was not expensive. We furnished another bedroom with what had been a studio couch and an army cot, revamped to tally in height and set in wood frames. The spreads are sheets, tricked out with red blanket binding. Our junk chair swanks with red chintz and white moss fringe and the fine study table, white with red linoleum top bears no resemblance to the scarred typewriter table we picked up for two-fifty. It's a bright red and white room, even to the wallpaper, and the total cost was only about thirty dollars.

My feminine brain finds no logic in economics, for a ceiling price of fifty-three dollars gave us a rebuilt refrigerator which purrs along for about a fifth of what we paid for the smaller one in our home. The stove, restored with steel wool and kerosene, bakes better than the one of gleaming enamel that cost a small gold mine. This one cost eight-fifty. We wonder sometimes whether we will ever again be able to buy a table as such, or insist on just buying junk!



An old dresser, stripped of scrolls and brass, became a modern piece



Dressing table, once an old box, linoleum topped, painted mirror above



BIGELOW WEAVERS PRESENT

Peace Plans for Two

STARRING



MRS. JAMES COOPER



MR. JAMES COOPER



HAPPINESS AHEAD

TIME: THE FUTURE

PLOT: Jim's forty-two, married,
left a good law practice
when needed for a war job.
Now while he's busy helping plan
for millions,
Liz spends lonely nights
in a strange city
planning peace for two,
praying that it's not far off.
The home she wants
will have a living-room,
big, full of peace and warmth.
Deep, soft carpet, wall-to-wall,
distinguished in design
and made of finest materials...
in a word, a Bigelow rug.
For Liz knows that whether
she buys Beauvais
or another grade of Bigelow,
she will get quality and beauty.

★ BUY MORE WAR BONDS

BIGELOW WEAVERS

RUGS & CARPETS BY THE BIGELOW WEAVERS

Fine rugs and carpets since 1825

Copr. 1944, Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.

Right — for a Bomber Line

ı want the *right light* on the busy work stations of a ıber assembly line.

re-free, shadowless, cool against accidental touch, porta- compact—it must be all this and dependable too.

ania found the answer in a tidy little portable rescent light which meets these requirements on counts.

now producing these units for war-plant use under Sylvania mark of quality, as assurance that they made to only one standard — the highest any- re known.





Right — for a Boudoir

You'll want the *right light* in your boudoir of tomorrow, too.

Glare-free, shadowless, cool, compact — and with all this, attractive in appearance and pleasingly truthful in the quality of illumination.

Sylvania's war-whetted skill points the way to this. It foretells fluorescent lighting for the home which will at once be decorative, efficient and wholly gratifying in the new quality of the light provided.

It will take victory to bring this lighting, but when it comes it will carry the Sylvania mark of quality to assure you of high merit right from the start. Sylvania Electric Products Inc., Executive Offices: 500 Fifth Ave., New York 18, N. Y.

BUY WAR BONDS

FOR THE DURATION

America's war program gets first call on all our products, resources and skill

SYLVANIA

ONE STANDARD—THE HIGHEST ANYWHERE KNOWN

DIO TUBES

'll find the Sylvania mark of ity on many a radio tube now in in home receiving sets, and on o tubes available for replacement. fine work it identifies is also going great quantities of war equipment, uding tubes for all-important lkie-talkie" sets and other battle t communications equipment.



ELECTRON TUBES

In the final analysis, electronics comes down to a matter of tubes. Sylvania's long experience and high skill in such precise work naturally bring this within our province. The Sylvania mark of quality is therefore found on many electron tubes now at work performing important wartime tasks.



LAMPS AND FIXTURES

You'll likewise find the Sylvania mark of quality on incandescent lamps, fluorescent lamps and fluorescent fixtures. Wartime limitations naturally send most of these wares into places where they will advance the victory effort. But the name is one to note well and remember as your sure future guide to the best there is. Wherever you see it, it's the mark of a single standard—the highest anywhere known.




A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
NURSERY TALE
OLD MOTHER HUBBARD
NURSERY RHYMES
SIMPLE SIMON
AESOPS FABLES
THE TRAVELLERS AND THE BEAR
PLOUGH OFF WHILE ELLSBOARDS SLEEP
AND YOU SHALL HAVE CORN TO SELL AND KEEP
CONSTANT DROPPING WEARS AWAY STONES
AND LITTLE STROKES FELL GREAT OAKS
PEACE AND PLENTY
A GOOD CONSCIENCE
WHAT IS BETTER
THAN THAT
HE THAT MAKES A TRADE MAKES AN ESTATE
INDUSTRY PAYS DEBTS WHILE DESPAIR INCREASETH THEM
A FIRE A ROLLING STONE GATHERS NO MOSS
FRANKLIN
THRIFT THRIFT HORATIO'S ARE AS BAD AS A



ABC Plates



MARY BOSTWICK DAY

Photographs by Nowell Ward

As a child, did you learn the alphabet from an old plate made of tin, pewter, glass, or possibly, fine china?

It wasn't so long ago that a child could learn his ABC's, get acquainted with the great, and digest a little solid advice on right living along with his dinner. Evidently, the potters liberally concurred in the theory that education should be made as palatable as possible! Today the collection of such plates can be an absorbing, sometimes exciting, hobby. Then, as now, breaking things was a childhood prerogative and it is not easy to find "alphabet plates" that are in good condition, particularly the early ones, but I have managed to acquire about 200 of them, many from attics.

During Colonial times, many of the plates were brought over from England and sold by traveling pedlars who carried their wafes and bits of news and gossip to the lonely housewives. In "The Pedlar's Caravan," William Brighty Hands referred to them:

"Chairs to mend, and delf to sell!
He clashes the basins like a bell;
Tea-trays, baskets ranged in order,
Plates with the alphabet round the border."

(From The Posy Ring, edited by K. D. Wiggin and N. A. Smith, Doubleday, Page & Co., 1911)

Many of the early ABC plates were made into a series, a half dozen or dozen to the set, and illustrated with such subjects as domestic and wild animals, "nations of the world," flowers, fishing and hunting scenes, "Buster Brown," or with a clock, months of the year, days of the week, and numerals. Some had the deaf and dumb language. Occasionally, there were riddles, with the answer on the back of the plate.

Among the fables handed along in pottery of this kind were "The Travelers and the Bear," "The Fox and the Grapes" and "The Men and the Ass." There were nursery tales—"Old Mother Hubbard," "Simple Simon," and a Robinson Crusoe series. Famous books were not neglected in this ceramic cycle of literature. There were some beautifully executed scenes from the Bible, "Don Quixote," and "The Old Curiosity Shop." It was inevitable that the personality of Benjamin Franklin would leave its strong imprint on this type of pottery. Both his international activities and his maxims were duly noted and widely circulated. Consequently, as a young American ate his meal, he was admonished to "Plough deep while sluggards sleep," or that "Three moves are as good as a fire." Or he might ponder the ironic observation of a farmer, presumably grown prosperous through application of Poor Richard's advice, that "Now I have a sheep and a cow, everybody bids me good morning."

It is not surprising that so much of this ware came to us from England. South Kensington museum pieces, mentioned in "Some Minor Arts as Practiced in England," printed in London in 1894, were wooden fruit trenchers on the backs of which were such "epigrames" or "posies" as: "Be nethyr dumbe, nor give yi tongue the lease; But speak thou well, or heare and hold yi peace." Another stated that "Women are like netles who toucheth them they sting; But hurte not those that wringe them." These were supposed to have been the rage back in the 1750's, and probably created more of a stir than gin rummy in our day.

At the beginning of this century, printed china advertisements included a set of plates from Russia decorated with the portrait of a young beauty. Portraits of the famous, views of national interest appeared on pottery of all kinds, blue Staffordshire a favorite.

Meet the New Champ!



EAGLE Ready-To-Use PURE WHITE LEAD

Here's good news for home paint enthusiasts: Eagle Pure White Lead is now available in a new, easy-to-put-on, Ready-To-Use (RTU) form! Ready-mixed to a satin-smooth texture, Eagle Ready-To-Use White Lead is all set for the brush . . . you need only stir and apply.

Eagle R.T.U. quality and economy are proved!

Backed by over a century of paint making experience, Eagle Ready-To-Use White Lead has the same time-and-weather-tested qualities that have made Eagle White Lead Paste a favorite with American home owners since 1843! No other exterior paint wears like white lead . . . and there is no finer white lead than Eagle Ready-To-Use! It clings to the surface . . . forms a flexible coat of "armor" that expands and contracts with temperature changes. Eagle Ready-To-Use White Lead doesn't crack or scale, but ages gracefully, leaving a perfect surface for eventual repainting.

You can't imagine what real fun painting can be until you've tried Eagle Ready-To-Use White Lead—it's so smooth flowing, brushes out so easily, and covers so completely. Next time get this finer, longer-lasting paint—you'll be glad you did!

Sold by the gallon, Eagle Ready-To-Use White Lead is available now in limited quantities, and is being produced and distributed as rapidly as conditions permit.

☆ ☆ ☆ ☆ ☆ ☆ ☆

DON'T FORGET THE OLD RELIABLE!

Eagle White Lead in paste form continues, of course, to be available everywhere. Ground in pure linseed oil, it is unsurpassed for protecting and beautifying painted surfaces.

★ *Let's ALL back the attack—buy ANOTHER War Bond!* ★

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Cincinnati (1), Ohio

Member of the Lead Industries Association

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Two forms:
Ready-to-Use, and
Paste ground in
pure linseed oil



By the makers of Eagle Insulation—
fireproof, water-repellent mineral wool

EAGLE EP PICHER



COOPERATE with your school for healthful living

ALFHILD JOSEPHINE AXELSON

WHAT do you want most for your children out of life? What do they have a right to expect from every stage of their living? Is it not to live fully, to live in a worth while, satisfying, joyous way? To do this children need to be healthy—abundantly healthy. They need to have strong, resilient bodies, stable, wholesome personalities, and eager minds. Schools are appreciating this more and more and so are working for ways of bringing about health for all children. Because the war emergency has revealed that large numbers of young men are unfit for service, schools are realizing that many of their health programs of the past twenty years have not produced desirable results, partly no doubt, because of their spotty character, their isolated practices of inspections of heads, hands, and teeth, and of trite lessons on hygiene from textbooks, much of which has made no sense to children, and so has not affected their living. Schools now recognize that aside from inheritance, health *is* a matter of the right kind of living. It is a by-product of this living, for healthy is as healthy does.

To provide for healthful living is a far-reaching problem. Ideally these are the over-all provisions. The school day allows for a balance of classroom activities, recreation, or physical education, and, especially for young children, rest. Buildings are well lighted and airy, with ample facilities for hygienic practices—playgrounds, desks that encourage good posture, sufficient sanitary toilets, hand basins, and drinking fountains. Healthy

Photographs courtesy Horace Mann-Lincoln School





Underwear, like so many other things, is scarce. You may not be able to get as varied a selection as usual. But E-Z quality is as excellent as ever! You'll still get

- *Sturdy fabric,* to stand the daily tubbing, to resist safety-pin holes and cod-liver oil stains,
- *Full size,* so that there's no binding or chafing,
- *Pull-over or tie-around styles,* with no buttons to come off.

E-Z MILLS, INC. • NEW YORK 13

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to keep rugs new-looking





Easy, safe, economical

BE PROUD of the beauty of your rugs and carpets. Keep them clean and bright, including light colors and twists. Care for them as usual, but once or twice a month shake on Powder-ene. Brush it in. Wait an hour or longer, then vacuum it off. No liquids. No suds. Clean small areas or entire room. It's so easy.
VON SCHRADER MANUFACTURING CO., Racine, Wisconsin.

Powder-ene is endorsed by Bigelow-Sanford Carpet Co., Inc.

Guaranteed by Good Housekeeping



Makers of fine rugs and carpets since 1825

minded teachers create friendly and democratic relations. Children have nourishing food. They have opportunities, in keeping with their ability, to take responsibilities for their own health and safety and that of their group and of the community. The school arranges for health services, such as examinations, immunization programs, examinations of children upon readmission to school after an illness, and dental services. The considerations also include children's learning in a vital way about health; finding out how they can be healthy, how communities keep well, and how important health is for peoples of the world. In this program all persons in the school—administrators, teachers, any special teachers there may be, including physical education teachers, doctors, and nurses, cafeteria director, children, janitors—and parents will be working together.

Particularly necessary is the cooperation of parents, your cooperation, for children live many more hours a day at home than in school. First, find out what your



The guinea pig will show what happens when the vitamins are left out of a youngster's diet

school is doing for health. Early in the school year it might be valuable to have a parent-teacher association meeting for this purpose. Make it a discussion meeting with a free exchange of ideas. The subject might first be presented by a panel group made up possibly of the principal, a teacher, the school doctor, the nurse, and a parent. An important phase of the discussion should be the role of the parents. Bring up health also in classroom parent-teacher meetings. Most teachers welcome reports from parents on children's reactions to health teachings, for the carry-over into wholesome living is the vital test of their worth, and

Are You in the Know?



In WAVE slanguage, she's—
- ☐ A destroyer
- ☐ On see duty
- ☐ Being convoyed

WAVES have words of their own! For instance, "being convoyed" means being on a date. "See duty" means the movies. The girl above is a *destroyer* (pretty WAVE)—and busy at her job. Any girl can sail through dates or duty with confidence, on calendar days—when she chooses Kotex. Because Kotex is the word for *protection* in sanitary napkins. That special *4-ply* safety-center gives extra protection where you need it *most.* And Kotex has no wrong side to confuse you and cause embarrassing accidents!



Do you think she is headed for—
- ☐ "Heart" trouble
- ☐ A high date quota
- ☐ Complexion blues

Snacks at the hamburger hangout are fun! But too many "fries" and double desserts may bring complexion blues. Go easy on rich foods. With sensible diet, daily scrubbing, your face can defy the keenest ogling. You can challenge costume closeups, too, on "those" days. Kotex sanitary napkins outwit telltale lines—for those patented Kotex ends are *pressed flat*—they don't show, because they're not thick, not stubby like *some* napkin ends. They're scientifically designed to keep Kotex snug-fitting, smoother!

Which is most likely to get the job?
- ☐ The girl on the left
- ☐ On the right
- ☐ In the center

Want to launch your life career, or land an after-school job? That first interview is important! Be alert, brief, frank. Show the boss you mean business, and *look* it—like the girl on the right. Then, stick to your job *every* working day. You can, with the help of Kotex. Kotex is more comfortable—has *enduring* softness, so different from pads that just "feel" soft at first touch. No bunching, no roping, as flimsy napkins do. You'll find Kotex holds its shape . . . actually *stays soft while wearing!*





Know your napkins—

More women choose KOTEX* than all other sanitary napkins



IT'S A WISE GIRL who discovers that a *powder* deodorant is best for sanitary napkins. Quest Powder, the Kotex Deodorant, was created expressly for this use. See how completely Quest *destroys* odors. It's unscented, safe, *sure.*

*T. M. Reg. U. S. Pat. Off.

NEGLECTED! (because your hair is gray?)

*Clairol banishes every trace of gray or graying hair . . . swiftly, surely, beautifully

Why are so many women—*women your age and older*—sought after and admired when your only harvest is . . . neglect? Is it because they've refused to put up with the tragedy of old-looking gray hair?

Let your own mirror show you the difference after you've had a treatment with Clairol. Your eyes will sparkle, your lips will curve in a smile, your whole face will light up when you see how much younger-looking you are with colorful hair.

CLAIROL IS DELIGHTFUL—Your hair luxuriates in a froth of iridescent bubbles. And quickly—almost before you know it—it's clean, silky soft and permanently colored. Every trace of gray hair has vanished!

CLAIROL IS DEPENDABLE—You don't have to be afraid when you use Clairol. It is made from the purest, most expensive ingredients obtainable. Each of Clairol's 23 natural-looking shades is laboratory controlled under skilled specialists. Clairol shades are uniform . . . assuring a perfect match.

CLAIROL KEEPS YOUR SECRET. It completely avoids that brassy look of old fashioned dyes. NO OTHER PRODUCT gives such natural-looking results.

REFUSE SUBSTITUTES that can't give you Clairol's beautiful results. Better Beauty Shops feature genuine Clairol. A Clairol treatment costs you no more!

FREE . . . *"11 Secrets for Beautiful Hair."* This booklet tells you how to give your hair radiant beauty . . . scientifically. Just write **CLAIROL, INC., Dept. H-9, P.O. Box 748 Grand Central Annex, New York, N. Y.**

*Caution: Use only as directed on the label



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Leaves sweaters, blankets, woolens soft, fluffy — really clean.
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25¢—at notions, art needlework, and housewares depts.
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Plant Seeds This Fall for biggest, best Larkspurs next spring. To try, we'll send a 15c-Pkt. Burpee's Giant Double Larkspur seeds free, with directions. All colors mixed; large double florets, 3 to 4-ft. spikes. **Easy to grow**, needs no special care. *Send stamp for postage.* Burpee's Seed Catalog free.

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REDUCE 3 to 5 Pounds a Week Yet EAT Plenty!



USERS SAY

Physician's Wife: "I lost 15 pounds in 24 days." **Mrs. C. M., Ithaca, N. Y.:** "My hips were 53 inches; now 43 inches. I feel like a new person, I like the taste also. My doctor says it was O. K." **Mrs. P. M., Fresno, Cal.:** "I lost 18 pounds in 3 weeks." **Miss H., Wash., D. C.:** "Had to tell the wonderful news! Reduced from 200 to 136 pounds in 3 months following your plan. It's great to be able to wear youthful clothes. My friends are amazed, and many of them are following the plan now."

MEN and women all over this country are reporting remarkable results in losing weight easily. Many lost 20 pounds a month and more. They are following the Easy Reducing Plan of Dr. Edward Parrish, well-known physician and editor, former chief of a U.S. military hospital and a state public health officer.

Dr. Parrish's Easy Reducing Plan makes reducing a pleasure because it has NO STRICT DIETS, requires no exercises. HARMLESS, too, because it calls for no reducing drugs.

Here is Dr. Parrish's Easy Reducing Plan EXACTLY as given over the air to millions: For lunch take 2 teaspoonfuls of CAL-PAR in a glass of juice, water or any beverage. Take nothing else for lunch except a cup of coffee, if desired. For breakfast and dinner EAT AS YOU USUALLY DO, but eat sensibly. Don't cut out fatty, starchy foods—just cut down on them. By following Dr. Parrish's Easy Reducing Plan, you cut down your daily caloric intake, thus losing weight naturally. You needn't suffer a single hungry moment. CAL-PAR is not a harmful reducing drug. It is a special dietary product, fortifying your diet with certain essential minerals and vitamins. Most overweight people are helped by Dr. Parrish's Easy Reducing Plan. Try it and you and your friends will marvel at the vast improvement in your figure.

Get a $1.25 can of CAL-PAR at health food and drug stores.

Money Back Guarantee

- *NO EXERCISE!*
- *NO REDUCING DRUGS!*
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If your dealer hasn't CAL-PAR a special introductory can containing 18 DAYS' SUPPLY will be sent you direct, postpaid, FOR ONLY ONE DOLLAR. This $1.00 can is not sold at stores. Money back if not satisfied. Fill out the coupon, pin a dollar bill to it and mail today. We will also send you FREE, Dr. Parrish's booklet on reducing containing important facts you ought to know including weight tables and charts of food values.

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685 Broadway, New York 12, N. Y.
I enclose $1.00 for a special CAL-PAR can, to be sent postage paid, and Dr. Parrish's booklet on reducing. If not satisfied I may return unused portion and my $1.00 will be refunded. (C.O.D. orders accepted.)

NAME.....
ADDRESS.....
CITY.....

parents are the strategic persons from whom to get this information.

Encourage children to put into practice what they learn at school. Let the child help to bring about changes in the home for safety. He can assist in taking the skid out of scatter rugs on bare floors, can make wooden racks for sharp knives, and pointed instruments.

Encourage children to prepare at home foods they have prepared in school, such as soy bean dishes, which make a genuine contribution to family budgeting and health. Research has proved that *we like the foods we eat* and not that we eat the foods that we like.

Let children have a part in regulating the ventilation and temperature in the home as they do in most schools. Keep the temperature during the day at 68 to 70 degrees which is the most healthful.

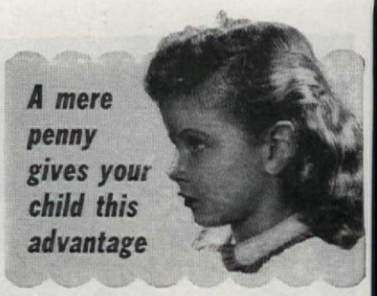
Schools emphasize that many procedures that make for health should be automatic: Children should build such habits as going to bed cheerfully at an early hour, eating with enjoyment commonly served foods, having regular elimination, washing hands matter-of-factly before meals and after toileting, and taking precautions for safety. Most of these habits children should acquire before they enter school, for there is scientific basis for the saying, "Give me a child until he is seven, and I care



Outdoor activity an important supplement to modern school program for healthful living



Cooking means cleaning up, but companionship and a grown-up's interest make it fun in school



"Packer's Tar Soap can take credit for the fine condition and beautiful appearance of my daughter's hair," says Mrs. I. Schectman, New York, N.Y.

Lovely hair is a priceless advantage to every child—and shampoos with Packer's average less than a penny apiece—only about one-fourth the cost of bottled shampoos. No wonder Packer's has been such a favorite with careful and thrifty mothers for 75 years.

It's a pleasant soap—with a rich pine-cone color and fragrant piney odor. And there's no safer soap—its billowy lather cleanses so gently and rinses so easily.

See for yourself how gleaming, how soft, Packer's leaves your child's hair. Get a large 25¢ or 10¢ cake today.



PACKER'S TAR SOAP

STOPS MOTH DAMAGE FOR FIVE YEARS



OR BERLOU PAYS FOR THE DAMAGE

Five years is a long time for moth-proofing to last but Berlou guarantees against moth damage for five whole years. Berlou is colorless, odorless, non-inflammable. It won't stain or shrink even the finest fabrics. Will withstand repeated dry cleaning. Berlou is not new or untried. Has been used and guaranteed by thousands of cleaners and launderies since 1930.

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If Berlou fails, we repair, replace or pay actual value of articles. Ask for Berlou at department, furniture, drug and hardware stores.

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ORGANDIES

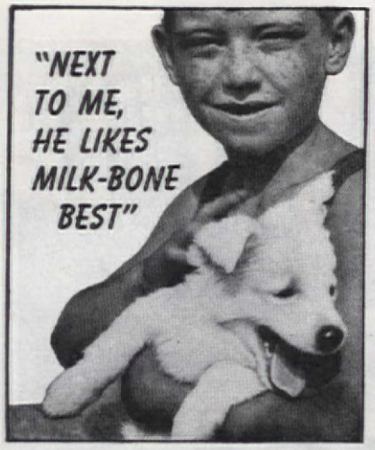
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Dogs like being fed the Milk-Bone way! They like crunchy, nourishing Milk-Bone Biscuit for breakfast and hearty Milk-Bone Tiny-Bits for supper . . . just add warm water, soup, broth or vegetables, plus bits of meat if you wish.

Remember time-tested Milk-Bone is made of high protein meat meal, milk, whole wheat flour, yeast, fish liver oil and necessary minerals and contains five vital vitamins, A, B_1, D, E and G. Start your dogs on this wholesome diet today.



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Send me Free Sample Milk-Bone Biscuit and Tiny-Bits. Also Booklet: "How To Care For And Feed Your Dog." (Please print. Paste coupon on postcard if you wish.)

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One Best Home Way To



BUILD UP RED BLOOD

To Get More Strength If You Lack Blood Iron!

You girls who suffer from simple anemia or who lose so much during monthly periods that you are pale, feel tired, weak, "dragged out"—due to low blood-iron—try Lydia Pinkham's TABLETS *at once!*

Pinkham's Tablets are one of the greatest blood-iron tonics you can buy to help build up red blood to give more strength and energy—in such cases.

Just try them for 30 days—then see if you, too, don't remarkably benefit. Follow label directions. *Well worth trying!*

Lydia Pinkham's TABLETS



UNIQUE *Hand Printed* TABLECLOTH FROM OLD SAN GABRIEL



NOT AVAILABLE IN STORES . . . *sold only by mail!*

Original Aquarelle cloth, gaily printed by hand by an old world process. Four lovely colors in a rare floral motif on a white ground. Fast color. Fine cotton, 52" square, hemmed, washed, ready to use. Only **$2.25.** Send no money—we mail c.o.d. Aquarelle Studios, P. O. Box 127—Dept. AH-9, San Gabriel, Calif.

Please send Aquarelle Cloth described above.
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not who has him after that." It is well to consider these pertinent facts about the building and upkeep of habits:

1. *Your own* health habits are a factor. If you are a wholesome person with well established routines, your children will have helpful attitudes toward health.

2. Feelings or attitudes determine whether or not we repeat acts. Children, therefore, must get satisfactions out of routines. Judicious praise, but never scolding, helps them get this satisfaction as does ease in carrying out the routine. This means having towels and washcloth low enough to reach, and a stool or steps leading to the wash basin for young children, and children's very own places for clothes and possessions. It is important also to have children do only things they are able to do.

Your child's lunch should provide about one-third of his day's food needs. If your school has no cafeteria, arouse interest in the parent-teacher's association, mothers' club, or the local home bureau unit for the establishment of a service for school lunches, for it is difficult to pack box lunches that meet a child's needs. Interest might first be awakened by an exhibit arranged by the home bureau agent to show the need for the project and ways of developing it. This might include planning and packing of adequate lunch boxes.

Cooperate with the school in its plan for health examinations and be present if the school invites you. Carry out, also, the doctor's suggestions for correction of any remedial defects, such as malnutrition, dental cares, and defects of vision. Without the latter cooperation there is no immediate value to the examination. If your child has not been immunized against smallpox and diphtheria during his first year of life or in the preschool period, follow the school's policy in having this done. Have your child stay at home in bed if he is ill—and acute colds are illnesses. When your child returns to school after a serious illness have your doctor write a letter to the teacher or school nurse, stating that your child is able to return, and including possible suggestions for modification of his program. These modifications might be no physical education until the doctor gives permission, extra rest or perhaps just a half-day session.

In cooperating in the above ways with your school health program you are not only helping your child to live healthfully now, but you are helping him for life.

In wartime as in peace

A special process keeps KLEENEX

luxuriously soft - dependably strong!





In your own interest, remember—there is *only one Kleenex** and no other tissue can give you the exclusive Kleenex advantages!

Because *only Kleenex* has the patented process which gives Kleenex its special softness . . . preserves the full strength you've come to depend on. And no other tissue gives you the one and only Serv-a-Tissue Box that *saves* as it serves up *just one* double tissue at a time.

That's why it's to your interest not to confuse Kleenex Tissues with any other brand. No other tissue is "just like Kleenex".

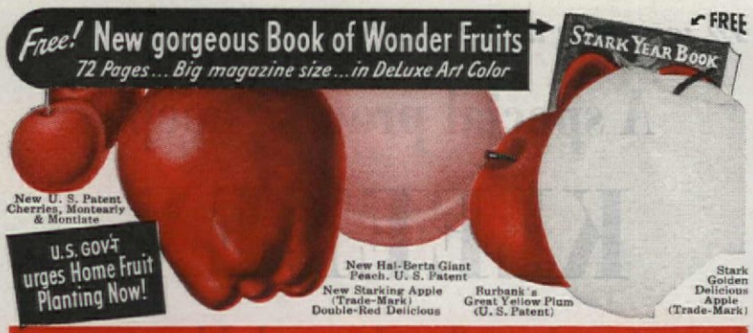
In these days of shortages

—we can't promise you all the Kleenex you want, at all times. But we do promise you this: *consistent with government regulations*, we'll keep your Kleenex the finest quality tissue that can be made!

There is only one KLEENEX*

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Free! New gorgeous Book of Wonder Fruits
72 Pages... Big magazine size...in DeLuxe Art Color



Sensational discoveries . . . New U. S. Patented and Trade-Marked varieties

LUSCIOUS, JUMBO SIZE FRUITS— TREES FULL-BEARING YEARS YOUNGER

Than Ordinary Unimproved Varieties

Special Extra Heavy Root System Grafting Method gives years head start

Get Startling Low Price

on collections offered for Victory Plantings

Now come amazing improvements in fruits. Revolutionary fruits which bear younger and more abundantly than ordinary unimproved varieties are now available to help relieve alarming fruit shortage. Thousands of farmers and city folks alike are planting these new fruits—so hardy and superior that almost anyone can expect success with reasonable care.

Many are so different in mammoth size, extra rich flavor, or beautiful color coming weeks earlier that they have been awarded U. S. Patents. Also Trade-marks. These introductions of the plant wizards Burbank and Stark are pure-strain trees propagated direct-in-line from original parent trees to prevent "throw-back" or loss of vigor and improvements.

Often pay back entire cost before ordinary trees bear first full crop

Now you can plant varieties bred and selected to bear younger—propagated by most modern methods so they can often bring fruit a year, yes, even two or three years quicker!

Grafting is by Stark's Special Extra Heavy Root System Method using a complete root system of a vigorous seedling not just one piece of root. This costs us more but gives tree years head start. Each tree "fattened" before digging with rich plant food elements from selected soils, stored energy to help avoid set-back at transplanting and speed growth.

Accept* PRIZE TREE *FREE to introduce

The outstanding art color catalog of the fruit world is now ready—72 big pages, magazine size, showing over 300 of these miracle fruits in life-size and true color. FREE while they last. Mail coupon now—get facts on Special "Save 15%" "Expert's-Choice" Fruit Tree Collections offered to encourage Victory Planting. Get Free Tree Offer for *limited time only* if none of these miracle varieties have yet been planted in your neighborhood. Victory Fruit Planting Guide also sent *FREE*, if you reply promptly.

FRUIT GARDEN FOR VICTORY

STARK NURSERIES, Box FF-14, Louisiana, Mo.
Largest in the World—Oldest in America

Mail Coupon Now!



James T. Fulk, Indiana

"I sold $3,316.00 worth of Stark Trees in last 5 months"

Biggest *Spare Time* opportunity in years to make real money selling new fruit discoveries. Gov't tasks millions of new fruit plantings. Sales booming. James T. Fulk, Ind., sold unusual total of $3,316.00 in 5 months. Big Commissions plus Valuable Prizes. No experience to start. Free outfit. Free instructions. Make money in this essential war work.

ACT NOW. SPARE TIME SALESMEN and WOMEN WANTED—Use Coupon

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Send me FREE, big new 72-page Color FRUIT BOOK and Prize Free Tree offers—also FRUIT PLANTING GUIDE. I may want ..... Trees (*number*)

My land is about ..... by ..... feet (or ..... acres)

Name .....

P.O. ..... County .....

Street or RFD ..... State .....

☐ Check here if interested in liberal Weekly Cash Income Plan for Spare-time selling Stark prize trees.

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FOR HOUSE, GARDEN, LAWN

Orangeburg Fibre Pipe makes good drainage easy and sure. Ideal for house-to-sewer or house-to-septic tank connections, downspouts, any tight-line drainage. Also comes *perforated* for septic tank filter beds, foundation footing drains, sub-soil and farm drainage, irrigation.

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Sure. Resists root growth. Tight joints—no infiltration—no leaks. Economical. Lasts a lifetime. Ask your plumbing contractor or building material dealer. *Or mail coupon today!*

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Please send information about Orangeburg Fibre Pipe. (AH-9-44)

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How easy—with DIC-A-DOO Paint Brush Bath! Keeps *new* brushes flexible, soft, springy, ready for the next job. Restores *old* brushes to useful work. *All* the hard, caked paint dissolves. Buy 5¢ package, 10¢ box, at Paint Stores, Hardware Stores, Five & Ten Cent Stores. The Patent Cereals Co., Geneva, N. Y., makers of DIC-A-DOO PAINT CLEANERS.



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. . . of foliage-devouring cankerworms which each Fall does inestimable damage to fruit and shade trees. Don't take a chance on their getting into your treasured trees. Band, NOW, with

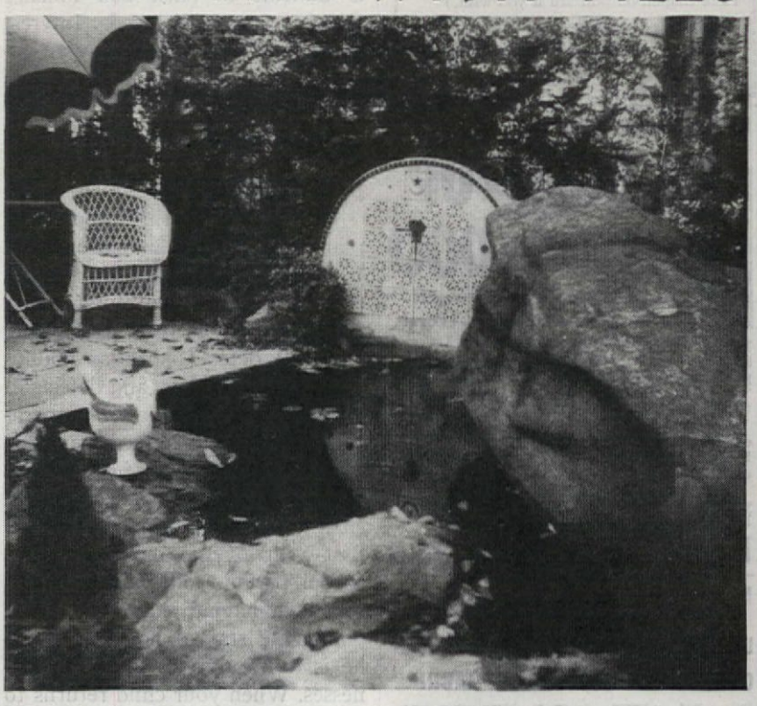
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A Two Level Terrace ...BRIGHT WITH TILES



OUR terrace (really a summer living room enjoyed by the whole family for nearly 6 months each year) was once an irregular 18 ft. strip of ugly, barren backyard between our dining room windows and the property line. It lay to the north where flowers rarely deign to bloom, and was handicapped by varying ground levels, rock outcroppings, and a three-ton granite boulder. As economy was a factor in our planning, we resolved not to spend a cent removing obstacles, but to utilize them as parts of our design. We did no grading but laid limestone slabs for our terraced floor on two levels, connected by the interesting steps shown above. The lower area, though only 15′ by 5′, accommodates a table and comfortable wicker chairs which give a good view of badminton games played in the side garden. It is shaded by a willow tree planted to shield us from our neighbor's windows.

Right smack in the middle of the

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rectangular upper level, is our huge boulder. As we could not move it, we used it as one side of a triangular fishpool, made by digging out the earth from between granite outcroppings, and filling in with cement where necessary. Here, one summer, we raised 55 goldfish from an original family of three! In its deepest spot a sunken tub holds waterlilies, whose golden cups reflect the noonday sun. Natural basins in the rugged outcroppings provide footholds for miniature evergreens along the second side of the pool, while the third is a straight line of vivid Spanish tiles set in cement. Since flowers are a serious problem, I have introduced color by the copious use of gaily patterned tiles. Some, brought from Algiers, form a sea-blue and sun-yellow geometric pattern, on the face of the fountain that edges the pool. Old Dutch tiles, found in Kingston, N. Y., are sunk in the risers of the steps, while studded among the limestone terrace slabs are barbaric specimens from Mexico and Brazil. One need not travel widely to find such tiles. My most exotic ones were bought in a Mexican restaurant in Greenwich Village and antique shops have yielded others. But do not disdain the luscious bathroom tiles of our own land, colorful evidence of our superior American plumbing! I used small, deep blue ones, such as are often seen in American kitchens, to outline the curved arch of my fountain, seen in the lower picture.

Surely, if the hearth is the heart of the house, a fountain, with its movement, sparkle, and cooling murmur, is the focal point of interest in a summer lounging place. Ours is so near the iron dining table under its fringed umbrella, that we can watch the fish sporting among its bubbles while we breakfast. As a water spout, I used an interesting bronze keyhole in the form of a Gorgon's head that served once on a stable door in medieval Florence. The water that trickles from its mouth comes from a small copper tube tapped into the garden hydrant and led underground and up the back of the fountain. For the younger generation, space for games is provided. In one angle of our upper level, we can put a pingpong table without disturbing the dining table or invading the contemplative corner reserved for the head of the family, near the pool. Except for the broken shade cast by the tree and the privacy afforded by the shrubs, we sought to keep our summer living room open to breezes and sunshine.

—ELEANOR BLACK MITCHELL





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NORTH SIDE Problem?



CERTAINLY it cannot be any worse than the one I solved, as these pictures show. And I used only six of the many, easily grown plants that can be used in such locations. First, as the iris bed needed thinning, I set three little patches, each of a different color, along the ugly bare wall, at the front, rear, and middle. Then, on the advice of a local seedsman, I put in a mockorange (Philadelphus) which has delighted me. It fits conditions on my small lot and is loaded with blossoms each spring. At another point I put an elderberry, which is attractive in bloom and furnishes berries for flavoring jelly. Some lilies-of-the-valley and violets at the front where the foundation is not so high add variety, and at the rear a clump of goldenglow is a cheerful note for many weeks in late summer. Other things I could have used are tiger- and plantain-lilies, bee-balm, globe-flower, ferns, and spirea.

—ALICE G. HARVEY



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Photograph by F. M. Demarest

DIGNITY Instead of "SHOE BOX"



Mistakes will happen to the best of houses—just how to remedy them is the owner's real test

MRS. LOUIS C. JORDY

IN TELLING the story of our house, the adage about profiting by one's mistakes comes often to mind. In this case the mistakes were the builders. At the time, they seemed incurable, but we know better now. It seems that nothing is really impossible, though for a mighty long time I would certainly have laughed at such advice.

Our house was erected ten years ago on the edge of a college campus. My husband is a teacher and we wanted the house conveniently located. We checked over a number of plans at the time; but though many were attractive, few had accommodations for four bedrooms. Our budget was quite limited. Comfort had to supersede artistry in order to squeeze our requirements to meet an inelastic pocketbook. Thus the shoe-box type of house was decided on in order to make every available square inch of upstairs space usable.

When the house was being plastered, we realized that the builders had made a mistake in the height of the downstairs rooms. They were a foot higher than originally planned. This made the distance between the upper windows and roof too great, throwing the entire exterior out of proportion. You can imagine our feelings at the time!

For years we toyed with the idea of remodeling. We liked the location and dreaded moving. At last a plan for adding a Southern Colonial porch seemed to be the ideal solution. But the house was so narrow! Surely a tall porch could only exaggerate this point. However, Mr. George Mysel, a building consultant, assured us that such an addition really could be incorporated successfully into our overall design. By cleverly studying proportions he gave us a two-story porch which actually adds width to the house's appearance. A new fan light was put over the front entrance and a wrought iron lantern added for that "authentic" touch. So you see, our mistakes led to an excellent solution. We really feel that we now have a new house—it has grown in stature, is most appealing, with just the right amount of colonial dignity that had most certainly been heretofore lacking!



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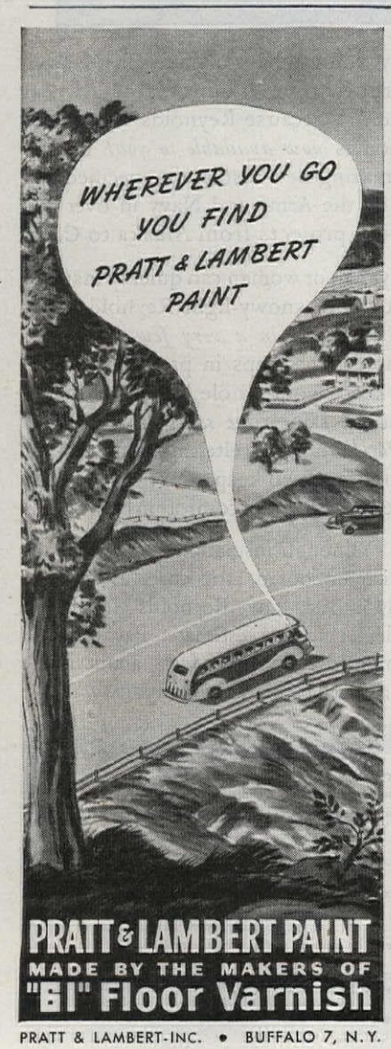
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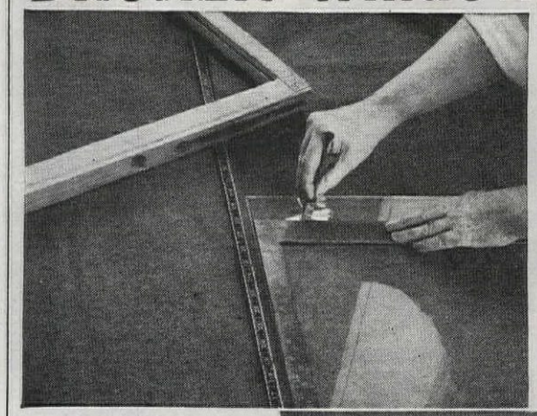


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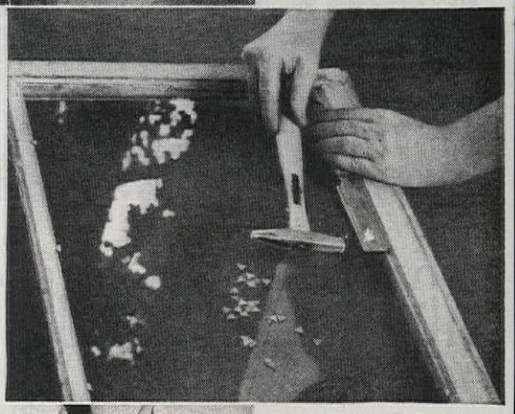
HEATILATOR Fireplace

BROKEN Window Glass?

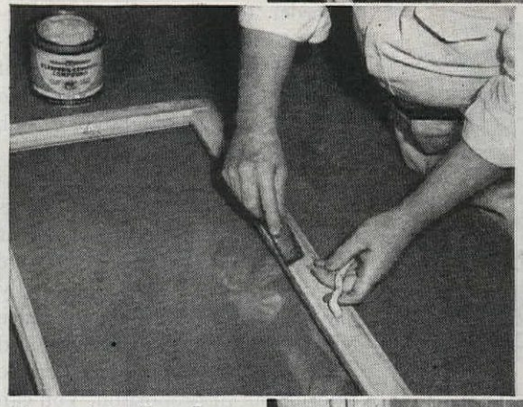
LIONEL WURTS



To cut glass use steel wheel cutter and wood ruler . . tire tape on underside of ruler will prevent slipping

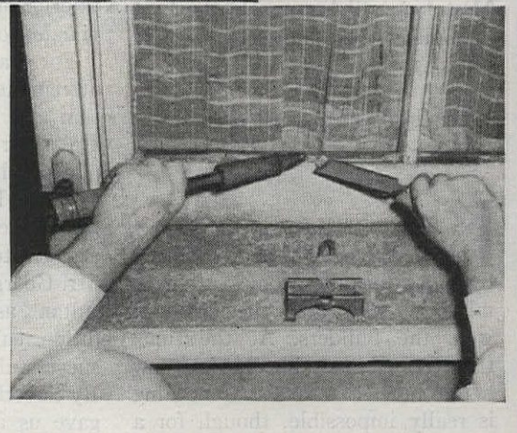


When new glass is in place, glazier's points six inches apart are tacked in place with both hammer and chisel



To apply the putty, roll into string shape, lay along inside edge of the sash and smooth into triangular shape with the putty knife

Photographs by Wurts Bros.



If possible, remove old putty with paint remover. An electric soldering iron will also heat and soften very stubborn putty

TO REPLACE broken window glass, first lay sash flat and knock glass from frame with hammer. Always use gloves when dealing with broken sharp pieces. A narrow chisel will help remove putty and glazier's points. If your dealer is unable to deliver glass of proper size, cut your own. In measuring glass always cut $\frac{1}{16}$" scant to allow for putty bed plus expansion and contraction. Lay glass on perfectly flat surface, over marked piece of paper and use markings as guide lines. Use ruler to guide glass cutter. A fine crack along the glass is most desired. The part to be broken off should be pushed over edge of table and slight pressure applied for breaking. Notches in glass cutter are helpful in cutting very narrow strips of glass. Gently rest glass in sash, tack in glazier's points, and firmly press putty into place all around to form neat triangle.

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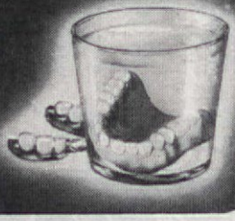
BOBBY acting up again, teacher? Maybe he—and others, too—shy off at your . . . Denture Breath. Avoid offending in this way. Don't trust brushing and scrubbing with ordinary cleansers that scratch your plate material. For such scratches help food particles and film to collect faster, cling tighter, causing offensive Denture Breath.

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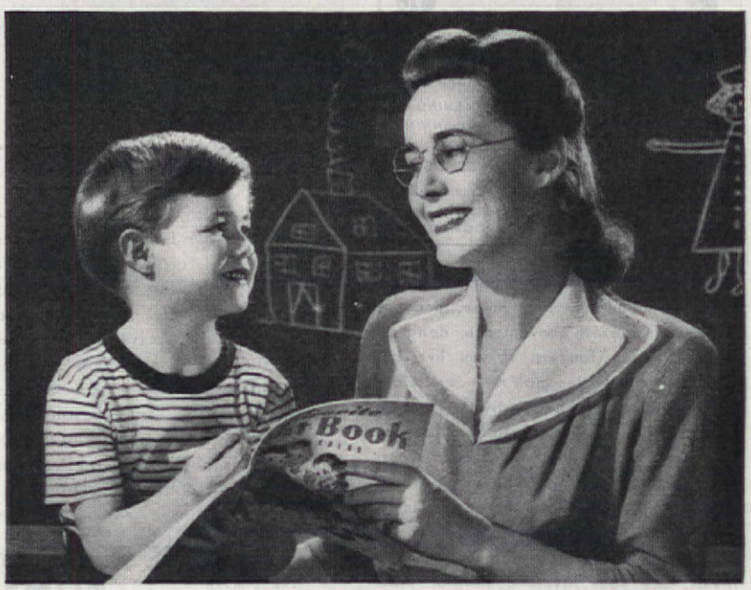
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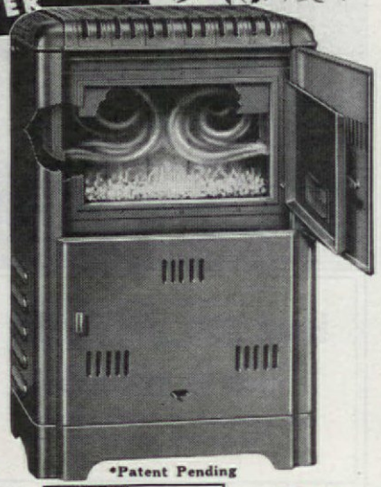
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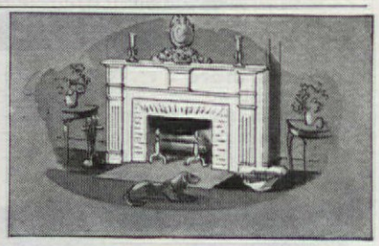


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Drawing by J. Lewicki

PATTERN AVAILABLE for this GARDEN BARROW

WAS the ownership of a dump cart that would really dump one of your childhood longings? Or perhaps you waited to grow up before developing a yearning for one to use about the garden and grounds—for something lighter than a regulation wheelbarrow yet more capacious, and less inclined to tip over at inopportune moments.

Well, here is what you have been wanting—a barrow or cart that can easily be made in a couple of hours (the inventor says) out of a pair of old wheels, some odds and ends of lumber, and some large boxes of corrugated board or light wood such as orange crates are made of. You can have several, interchangeable bodies of different capacities if you wish.

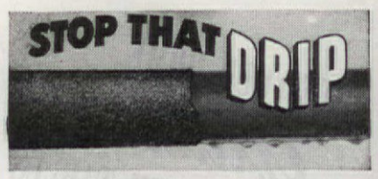
You'll find one of these gadgets mighty handy, come this busy fall. So why not build one, now? There's plenty of time.—Idea by **TIFFT**

American Home Pattern A691 consists of detailed, easy-to-follow directions and complete working drawings. Price 10¢

Send stamps or money order for American Home Pattern A691

The American Home
55 Fifth Ave., N. Y. 3, N. Y.

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Our whole family's on the march . . .

Ever ride with a supply column moving up?

Ever "hit the ditch" as GI truck drivers try to outguess the next shell or bomb?

Must be something pretty important under those jouncing tarpaulins. Come along with the Dutch Boy and let's have a look . . .

* *

Tires! A whole truckload. Man, that's something to write home about. They're fighter plane tires. My outfit, National Lead, makes acid-handling equipment that helps turn out that synthetic rubber . . .

* *

What's in this next truck? Canned food. Enough to feed a regiment. There's something your women-folks gave up for a good cause. My company salvages tin and supplies solder for the cans that keep it safe and sound . . .

* *

Duck! That noise you hear is *bombers!* Wait! — they're *American!* Our special zinc base die metal helps make 'em . . . our paint materials camouflage 'em . . .

* *

Let's grab a ride on this next "six wheeler". *Let's not* . . . the driver says she's loaded with high explosive shells. That's where some of your wife's kitchen fats went — and also plenty of the special sulfuric acid we produce . . .

* *

What about this *next* truck? It's bringing up cans of aviation gas. Many a bomber load of that stuff started life in wells that our oil well drilling compounds helped to sink . . .

* *

And so it goes all down the line . . . from litharge in the field glasses that spot the target to lead slugs that "carry" machine gun bullets to their marks . . . I'm glad my company had a hand in getting this stuff over here . . . it's going to help get these boys back sooner.

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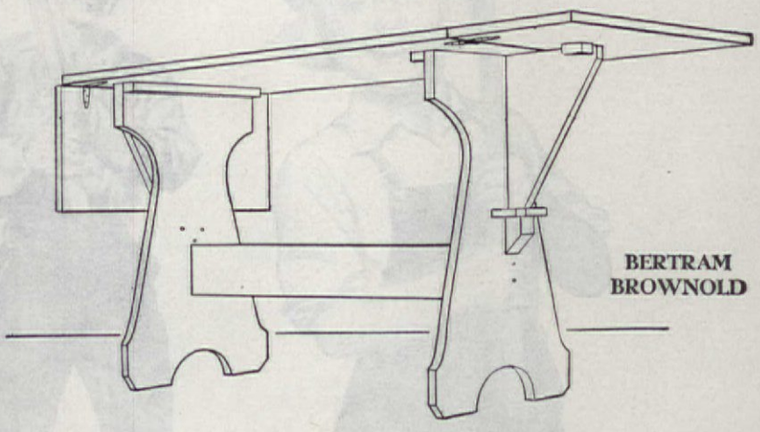
Fall is the natural seeding time for Nature . . . its ideal growing weather produces thick, weedfree turf, especially if you use Scott's Seed and Turf Builder. This proven combination gives lawns a distinctive, green texture that's famous from coast to coast.

Decide now to enjoy the extra beauty of a Scott lawn, it's a war time luxury that's inexpensive and not rationed. But first send for a **FREE 2 year subscription to Lawn Care.** The current issue explains the advantages of fall sowing. Just send a card to . . .



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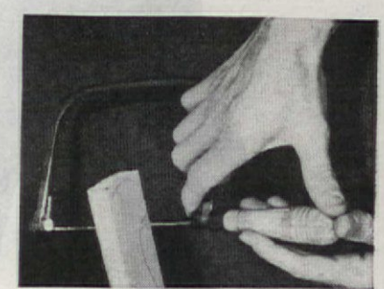




BERTRAM BROWNOLD

AN all-purpose table, we call it, and mean just that! Trim in appearance and sturdy of build, it can be equally at home in breakfast or sewing room, porch, or lawn. Its rugged qualities come in handy when used as a sewing table. Not only has it a generous working surface, but it can stand the weight and vibrations of the sewing machine.

Simple in construction, even the amateur craftsman, armed with ordinary carpenter's tools, should find it easy to build. Of course its decorative possibilities are limitless! Because the lines are trim and gay, a simple coat of stain finished with either wax or varnish is really all that is necessary to blend nicely with your regular maple or pine pieces. But if you plan a painting job—then let imagination run wild! What could be gayer than bright peasant or Pennsylvania Dutch motifs dancing over a sparkling bright background color? Just the thing to add smartness to the informal garden terrace or dining porch. Here's the life of the party just for the making! So why delay—once started, its completion is just a matter of a few hours!



A coping saw will prove most handy when cutting the curved lines which add so much grace to this all-purpose utility table



AMERICAN HOME PATTERN No. A690—15¢
Drop-leaf Utility Table

Complete tracings, photographs, construction drawings included. The step by step directions make its assembly easy for everyone.

Please send Pattern No. A690 to

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Address .....
for which I am enclosing 15 cents in ☐ stamps or ☐ money order.

THE AMERICAN HOME, 55 Fifth Ave., New York 3, N. Y.

If THIS happened to you ...



... *have you enough insurance to cover your loss?*

Perhaps, you are saying to yourself...

"Oh, I have enough insurance, if fire should damage my house or its contents."

But, have you? Are you sure?

You know, of course, that most things you own cost far more today to repair or replace.

Unless you want to dig into your own pocket in case of a loss, we suggest you see your local insurance Agent and talk things over. His advice will help you to determine just how much insurance you should carry to adequately *protect what you have.*

Remember . . . it's not safe these days to be *under* insured. Especially since *adequate* North America protection costs little more than *not enough* protection.

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QUESTIONS you'd hate your wife to ask about Insurance

- **YOUR FURNISHINGS:** "Have we added any articles of value since we last took out insurance? Have any of our furnishings increased in value since then? Have we *enough* insurance?"
- **YOUR SILVERWARE:** "If our silverware was destroyed or stolen, have we enough insurance to pay for its replacement value?"
- **YOUR JEWELRY:** "Have we enough insurance to meet our loss if any of my jewelry should be destroyed, lost or stolen?"
- **YOUR FUR COAT:** "Are my furs insured for what they are worth today?"

* * *

Your insurance Agent or Broker will help you answer these questions. His advice costs you nothing and may save you thousands of dollars.



MISS MAXINE LEWIS, *2023 N. Cascade Ave., Colorado Springs, Colorado, Grand Prize Winner of The Alexander Smith Post-War Home Contest.*

"A vagrant beam of sunlight on a familiar clump of delphinium outside my window gave me the idea . . . marooned in bed, I can't go into the garden. Why not bring the flowers inside to blossom and brighten our home—decorating each room in a flower color scheme?"



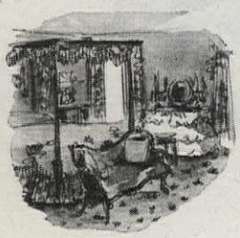
ENTRANCE HALL: "As you step into our white violet entrance hall you already feel at home, for, simple and unpretentious, it reflects an air of gracious 'welcome' to every guest."



LIVING ROOM: "Our sweet-pea pink living room radiates happy hospitality.

"Classic satin stripe wallpaper and woodwork are a pale off-shade pink . . . a gracious setting for my lovely French costume water colors.

"The plain, thick-napped wool Alexander Smith carpet, wall-to-wall, keeps the feeling of spaciousness."



MY ROOM: "Like an old-fashioned lace and paper frill nosegay. Its delicate symphony of pink and blue . . . dusty pink wool carpets, scattered with deeper pink rosebuds—just like the Challis print of my first party dress.

"Truly a room to remind one of summer roses, nosegays, whipped cream and the strains of Debussy's music."



KITCHEN: "Our wild-flower kitchen . . . red of the Indian Paint Brush, blue of Mountain Lupin, Sunflower yellow and woodsy greens."

HOW ABOUT YOU, MRS. AMERICA?

If you, too, are planning a post-war "dream home," start with the floors. Rugs or carpets in living rooms, bedrooms, guest rooms, stairs and hallways have a way of making the rest of the furnishings look lovelier and smarter. Plan to make your "dream home" a well-dressed home with exquisitely patterned, all wool Alexander Smith carpets and rugs. Send for our free portfolio, "212 Ideas for Your Post-War Home," containing new and interesting decorating ideas received from women all over America. Write Alexander Smith & Sons Carpet Company, 295 Fifth Avenue, New York 16.



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ALEXANDER SMITH FLOOR-PLAN RUGS • BROADLOOM CARPETS

Long and Honorable Lineage



Painted furniture has a long and honorable lineage among America's folk. The aristocrats esteemed it less than carved and inlaid mahogany. But such "fancy chairs" as this Boston rocker were approved by the well-to-do in the early 1800's

BARBARA JENKS BARSTOW

MY HOBBY and delight is the restoration of old chairs and involves painstaking work, but how rewarding it can be! Underneath several layers of old chipped and peeling paint, there may be one of the lovely authentic designs in such favor with our American makers of painted furniture over 100 years ago!

The first examples of this furniture are to be found in New England, where chests, boxes, and chairs were often decorated with a simple foliated design, or simply lined with a color contrasting to the groundwork. Black lining on green, red, or yellow seems to have been the rule. In the first part of the nineteenth century, top rails and vertical slats of chairs and settees were often decorated with conventional floral designs. "Hitchcock" is a classification given a type of chair displaying a broad panel back ornamented with fruits or flowers in faded gold, and with the turned legs banded in gold. Sometimes the words "Hitchcocks-ville, Conn." are lettered on the back. The name of the town is now Riverton but in 1821 it went by the name of the founder, Lambert Hitchcock, a furniture maker, who came to devote his entire business to the manufacture of chairs of his own design. The turned legs and front stretcher of his chair are suggestive of the Windsor; the top rail of the Sheraton chair. The criticism that these chairs were not strongly constructed is refuted by the fact that there are so many in good condition today. In the days of their manufacture they were sold at a reasonable

New idea hits cake-making!

Now perfected in Swans Down's "Mix-Easy" cakes

Cake-making's now marvelously simple—easy and quick . . . with Swans Down and Swans Down's new perfected "Mix-Easy" method.

You don't cream shortening—you don't separate or beat eggs. Dry ingredients go in all together. *Beating time is actually cut in half!*

The greenest beginner can turn out a fluffy beauty. And despite all the speed and the ease, you get all the famous Swans Down qualities . . . the fine, soft "downy" texture, the lovely even grain, the melting tenderness. Swans Down's "Mix-Easy" cakes taste richer, too . . . keep fresh longer!

Get a package of Swans Down . . . try this recipe—and see how heavenly a quick cake can be! Swans Down guarantees it! Double the cost of your cake back if you aren't delighted with it.

Send for "The Swans Down Mix-Easy Cake Book"!

All your favorites made the new "Mix-Easy" way. Send 6¢ in stamps to Dept. . . . , General Foods, Battle Creek, Mich.

Good in U. S. A. only. Offer expires Dec. 31, 1944.

Beating cut in half!

No creaming!

One cup-one bowl!

Richer taste!

Keeps fresh longer!



SWANS DOWN "MIX-EASY" CHOCOLATE LAYER

Preparations:

Have shortening at room temperature. Grease two 9-inch layer pans, line bottoms with waxed paper, and grease again. Start oven for moderate heat (375°F.). Sift flour once before measuring.

Measurements:

Measure into sifter:
- 2¼ cups sifted Swans Down Cake Flour (and be sure it's Swans Down)
- 2½ teaspoons Calumet Baking Powder
- 1 teaspoon salt
- 1½ cups sugar

Measure into mixing bowl:
- ½ cup vegetable shortening

Measure into cup:
- 1 cup milk
- 1 teaspoon vanilla

Have ready:
- 2 eggs, unbeaten

Now—Swans Down's "Mix-Easy" Part!

(Mix by hand or with electric mixer on low speed.) Stir or mix shortening just to soften. Sift in dry ingredients; add ½ of liquid, and the eggs. Mix until all flour is dampened; then *beat 1 minute*. Add remaining liquid, blend; then *beat 2 minutes* longer. (Important: If beating by hand, you may rest occasionally, but be sure to count *actual* beating time. Or count beating strokes—allowing at least 100 full strokes per minute. Scrape bowl and spoon often.)

Baking:

Bake layers in moderate oven (375°F.) about 25 minutes, or until done. Or bake cake in a lined and greased 13 x 9 x 2-inch pan 35 minutes, or until done. Cool and frost.

BAKE A BETTER CAKE WITH SWANS DOWN



GUARANTEE

Double the cost of all ingredients back, if you don't think your Swans Down "Mix-Easy" Cake is better than any similar cake you've baked with any other flour!

The makers of Swans Down can give you this guarantee because Swans Down has made supremely fine cakes for 50 years. Today more women choose Swans Down than all other packaged cake flours together.



MAKE YOUR DREAMS come true!

America is doing a lot of dreaming today—about the new bathroom for the boy who will be coming back—his tough job ably done—about the kitchen for that new home to be built when victory is ours.

And dreaming can be a lot more fun if you do it on paper. So why not start your actual planning now? Those War Bonds you are buying today will come in mighty handy when you start making the dreams of your new or remodeled home come true.

And when that time comes, your plumbing contractor will be able to furnish you with the beautiful new Crane fixtures for your bathroom and kitchen. His skill and experience will aid you in having a modern, convenient bathroom and kitchen, and his knowledge may save you many dollars on the installation.

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CRANE

To aid you in your planning, Crane has prepared a helpful book "Step Planning Your Bathroom and Kitchen," a copy of which will be sent on request to anyone interested.

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PATTERNS AVAILABLE FOR THESE 3!







Photographs by Davis Studios

AMERICAN HOME PATTERN

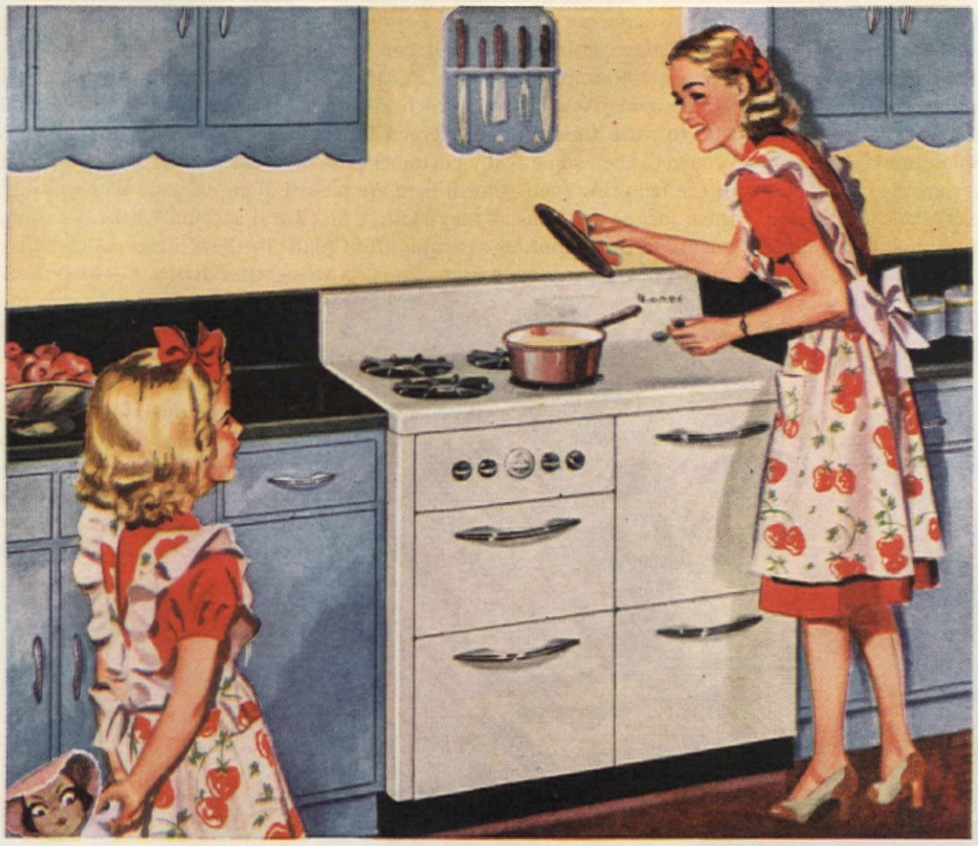
A692–25¢

Tracing pattern for 21 motifs! Color scheme is authentic for Hitchcock chair and Boston rocker. A color chart and detail instructions are included

Order by number and send stamps or money order to American Home Pattern Service 55 Fifth Ave., N. Y. 3, N. Y.

price and meant to be both useful and decorative. Since both delicate handling and a sense of decorative effect were required for the application of the dry gold powder, women were employed for the stenciling. How the Boston rocker came by its name seems to be a riddle, for this piece of furniture—only recently called an antique—was made in many other places besides Boston. I believe the first was made in Connecticut. Lambert Hitchcock manufactured them in Hitchcocks-ville between 1826 and 1829. The first were derived from the Windsor rocker. The main part of the seat is cut from a flat plank with the back portion curving up and the front curving down so that the effect is a continuous curve. Most of the seats were of pine or whitewood, the legs and spindles of hickory, ash, or maple. After 1840 cane seats were not uncommon. After that date, also, some of the chairs were made wholly of maple with natural finish. Sometimes the arm rests were made of cherry, finished natural, and the rest of the chair painted. variation was the little Boston, wit out arms and only five spindles.

The majority of the painted Hitc cocks and Bostons were decorated gold. Occasionally one finds bits red, green, or silver but, in genera all the fruit, flowers, and baske were painted in gold, beautiful shaded to make the fruit appe round and the leaves to turn. T fine striping was always in yello paint, for it followed the contour the chair and gold paint thicke quickly and does not flow evenl The stencils for the designs were c by hand and a number of units we combined for a complete design—o unit being a bowl or basket, a lea or piece of fruit. The high lights a details went in first, then the shadin The most desirable Bostons are t stenciled ones. On the Hitchcocks, more or less elaborate design, usuall an elongated rosette, occurs in th center panel of the upper rail in bac the major decoration on the wid slat below. There is much of interes in these old designs. Some are beau tiful in proportions, others quain Seldom do I uncover two alike.

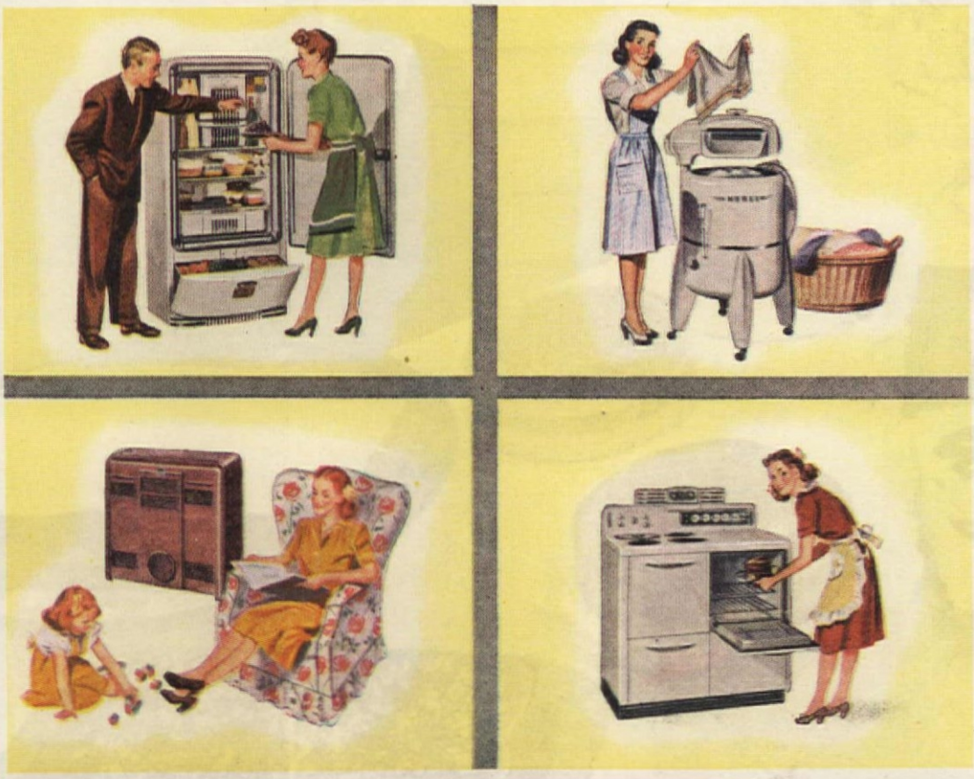


Ready for today

Without interfering in any way with the steady flow of war materials from our factories, we are now producing a brand-new, full-size, full-quality gas range. Dealers everywhere are now making deliveries of this new streamlined product to those who have the requisite O.P.A. certificates, and if you come within this classification we suggest you visit your Norge dealer at once. Inspection of the new 38-inch Norge will reveal that it is styled for the future, is constructed of heavy, quality-proved materials and is complete with value features that identify it as a range you will be proud to own in the years to come.

NORGE

HOUSEHOLD APPLIANCES



Ready for tomorrow

In the Norge factories the production pace on war assignments continues, but we now can at least *think about* and *plan for* the other appliances we will build when the victory is complete. The postwar Rollator refrigerators, electric ranges, washers, gas ranges and home heaters will be real *products of experience* . . . the new skills and techniques we acquired in war production will result in their being *better designed, better engineered, better built*. You can look to Norge for a continuance of the quality for which Norge is famous . . . you can look to Norge for *better products for a better world.*

NORGE, A BORG-WARNER INDUSTRY

Norge is the trade-mark of Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ont.

BETTER PRODUCTS FOR A BETTER WORLD

"for outstanding production of war materials."

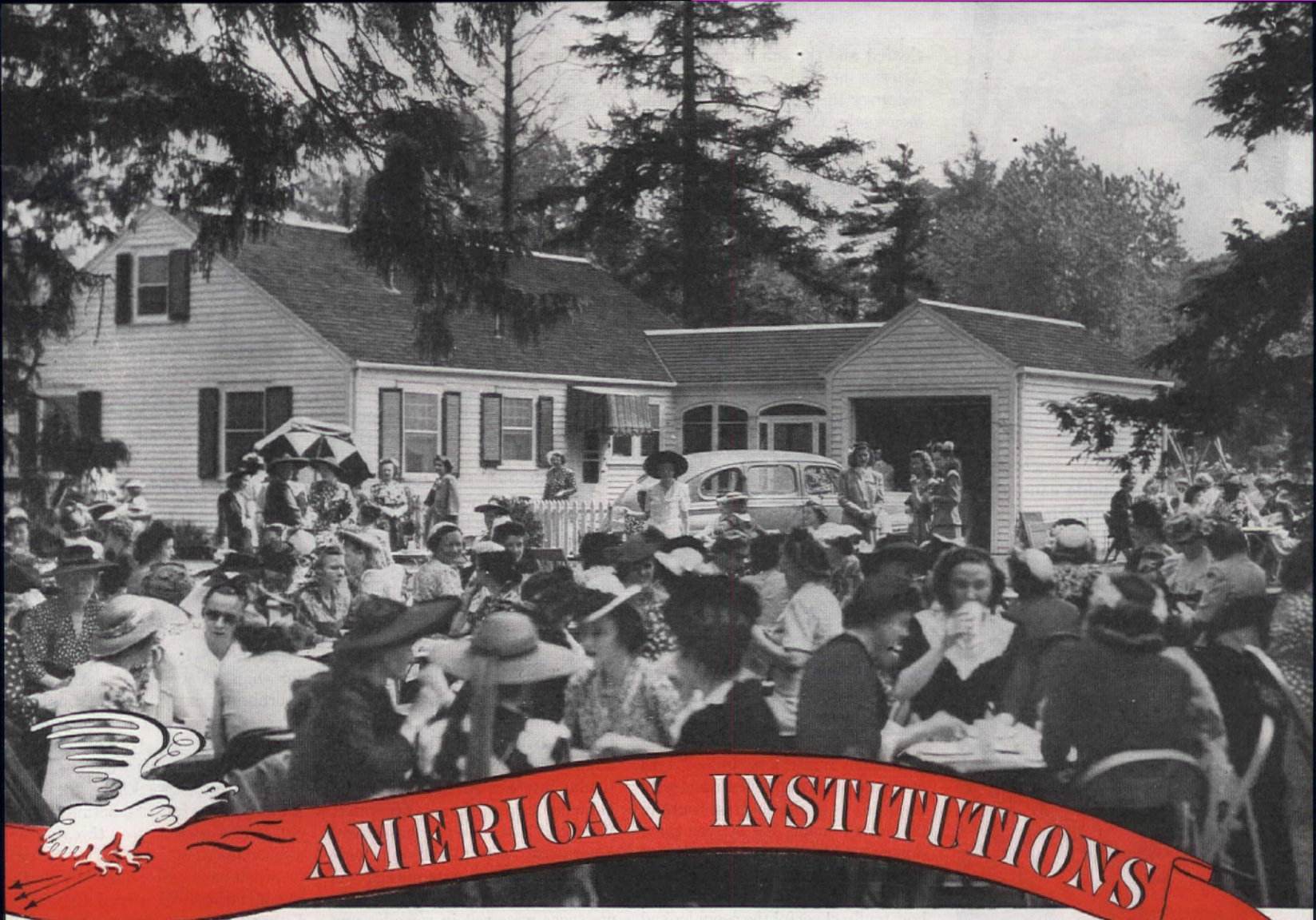
WHEN IT'S OVER, SEE NORGE BEFORE YOU BUY . . . MEANWHILE *BUY MORE WAR BONDS!*

As SURELY as dollars buy food, so does food buy dollars. Whether or not it is the way to the heart, there is no question that food is the way to the great American pocketbook. Any time we get together to raise funds—fairly frequently these days—food figures importantly in our plans. For precedents, we have the Girl Scout cookie campaigns, the Camp Fire girls' doughnuts-to-dollars drives, all the various women's club and auxiliary finance affairs such as bake sales, and fairs and bazaars which almost count in advance the proceeds from the cakes, pies and jellies made by locally famous cooks. Our grass roots upbringing connotes box suppers held in the church social rooms and club and civic luncheons and dinners that were held in the high school or under the trees in the community park. Everyone ate too much and had a wonderful time—particularly the finance committee. For an interval of a few years, we were inclined to pay someone to put on our campaigns. But with our urgent present needs, they have become the order of the day. We discover they are no more old-fashioned than eating. And, as a matter of fact, the Wall Street wizards have not yet devised a surer or more pleasant means of making money. One group of women can accomplish an astonishing lot, too. These photographs show the St. Mary's Hospital Junior Auxiliary, of Maplewood, New Jersey, which conducted a lawn bridge and a food sale to raise funds for an oxygen tank. The only slow-up in the sales occurred when some ready customer paused to ask for the recipe. Several of the tempting foods shown here are passed along to you. You will find them just as delicious as they look. A first-hand account of the occasion, including the humorous attempts to fit plans to the weather, is given by

Photographs by F. M. Demarest



ANNE—MRS. JOHN E.—BROCKEY . . . The week before, we ran into a heavy storm. It poured almost constantly. We had decided to have the bridge out of doors at the home of one of our members, but, finally, we called the delivery men and instructed them to send everything to the recreation room at the nurses' home. No sooner had we put down the 'phone than the skies



AMERICAN INSTITUTIONS

5...Fund Raising with Food



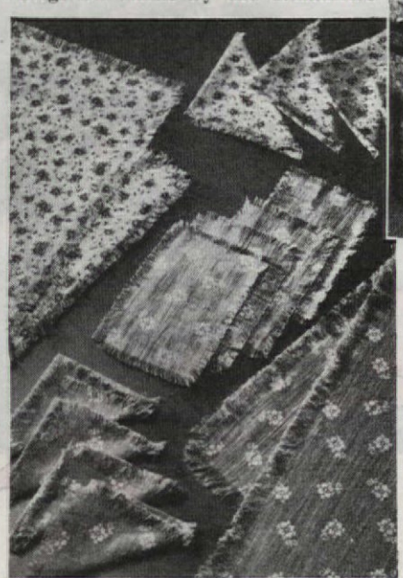




Recipe printed on back of each photograph



A prize for each table consisted of a cotton hand-fringed bridge set made by the committee



cleared and the sun burst through. After a hurried committee meeting, over the 'phone, we called the men again. Our woman's intuition had been vindicated after all the disturbing doubts of the stormy week. But the rain woke us the following morning! This meant calling the delivery men *again!*



Women's intution, indeed! All morning our telephones rang with inquiries as to the shortest route to the nurses' home. We arrived there ourselves just as the Boy Scouts were setting up the tables.

It helped a little when we saw how really cheerful the room looked and we were almost reconciled when a little sliver of sunlight lit up the tiled floor, and we rushed outside to see if it were really true. The sky was still gray, but the sun was gaining, and the little puddles in the drive were disappearing. So we called our hostess, who informed us the weather man had promised the rain would stop at noon.

We decided to risk it, since he had been partly right, and hastily made preparations to remove the tables and have the driver, who, fortunately, was still with us, take them to our still wet but sunny lawns. So much for the "lawn" part of our bridge!

Our refreshments, consisting of homemade flat cakes and gingerale with ice floating in it, were served on paper plates and cups, with paper napkins. Our table prizes consisted of hand-fringed cotton bridge sets, made by the committee, and they were unbelievably easy to do, as you will realize if you take a cut end of material and pull the threads—exactly as if you were unraveling the material.

The cake table, placed on the screen porch in full view of the incoming guests, was not only decorative with its lovely pink vase filled with flowers, but highly profitable. The coffee cake aroused particular interest. All the cakes were homemade and home decorated. We could have sold twice as many! Door prizes were placed on a table under a gaily striped umbrella and lucky numbers and consolation messages were put in capsules and placed on the bridge tables. The weather man was right—the rain didn't begin again until after six!

Definitely the way!

THERE is no more unequal contest than that staged between the fond, nutrition-minded parent and even a baby who has made up his mind he does not like to drink his milk. You know he needs from one and one-half pints to a full quart of milk a day for its protein, calcium, vitamins, fat, and carbohydrate. So you try to sell him the idea that it is good, as well as good for him. You cajole. And the cherub looks at you with twinkling eyes that see disconcertingly straight through your blandishments. "Just between us pals," he seems to say, "we know it tastes something awful." Sometimes you get so exasperated, you threaten—a personally administered spanking or, when he is unimpressed by that, "your father will attend to you." Either he doesn't believe you, the sweet skeptic, or he turns on the tears. And if you goad him too far,

Photograph printed on back of each recipe

• sea foam fudge cake

Preparation time: 60 min.

¾ cup cocoa
¾ cup sifted brown sugar
1¼ cups scalded milk
⅔ cup shortening
1 cup granulated sugar
3 unbeaten eggs
1 tsp. vanilla
2 cups sifted cake flour
1 tsp. salt
1 tsp. baking powder
¾ tsp. baking soda

MEASURE and sift cocoa and brown sugar together; add scalded milk gradually and stir until smooth. Let cool. Meanwhile cream shortening, add sugar and 1 egg at a time, beating after each addition. Sift flour, baking powder, baking soda and salt together 3 times. Add to creamed mixture alternately with the cocoa mixture. Add vanilla and beat until smooth. Pour into two 9-inch cake pans and bake in a moderate (350° F.) oven for 35 minutes.

sea foam frosting:

2 egg whites unbeaten
1½ cups brown sugar (firmly packed)
1 tsp. light corn syrup
1 tsp. vanilla
5 tbs. water

Combine egg whites, brown sugar, corn syrup and water in the top of a double boiler and place over rapidly boiling water. Beat constantly with an electric or rotary egg beater until mixture holds its shape and stands in peaks (7 min.). Remove from fire; add vanilla and beat until cool and thick enough to spread.

Serves 8-10 *Recipe submitted by Mrs. Thomas Rogers* ***502 cal. per serving***
Tested in THE AMERICAN HOME KITCHEN

• colonial coffee cake

Preparation time: 3 hrs. (rising time: overnight)

1 cup scalded milk
1 yeast cake (dissolved in ¼ cup lukewarm water)
½ cup shortening
1 cup sugar
3 eggs well beaten
rind and juice of ½ lemon
1 tsp. cinnamon
1 tsp. salt
6 cups sifted all purpose flour
½ cup chopped nuts
¾ cup raisins
¼ cup chopped citron

SCALD milk; cream shortening, add sugar, well beaten eggs, lemon juice, rind, and mix thoroughly. Next add flour which has been sifted with salt and cinnamon. Gradually stir in milk (cooled to lukewarm) and dissolved yeast. Mix thoroughly until dough is smooth and doesn't adhere to the bowl. Transfer to a clean, greased bowl, cover, let rise overnight in a warm place free from drafts. In the morning, punch dough down and mix in nuts, raisins and citron, kneading slightly. Divide and shape dough into three strips about 18 inches long and braid. Place on a greased baking sheet and let rise 2-2½ hrs. Bake in a 400° F. oven for 30 minutes. Spread with melted butter and ice with confectioners sugar and a few tsp. of boiling water.

Yields: 1 large twisted cake

Recipe submitted by
Mrs. Martha Dillon

Tested in
THE AMERICAN HOME KITCHEN

• tomato conserve

Preparation time: 75 min.

6 cups tomatoes peeled and cut in eighths
6 cups sugar
1 tbs. chopped ginger
1 cup water
3 lemons sliced thin and cut into fourths

REMOVE skins from tomatoes by dropping into boiling water for 2 minutes and quickly immerging in cold water. Cut in eighths, drain thoroughly and put into a saucepan with 6 cups of sugar, 1 cup water, 3 lemons sliced thin and quartered and 1 tbs. chopped ginger. Bring mixture to a rolling boil and continue to simmer for one hour, stirring frequently. Cool about 5 minutes and pour into sterilized jars.

Yields: 3 pt. jars

Recipe submitted by
Mrs. John Brockey

Tested in THE AMERICAN HOME KITCHEN



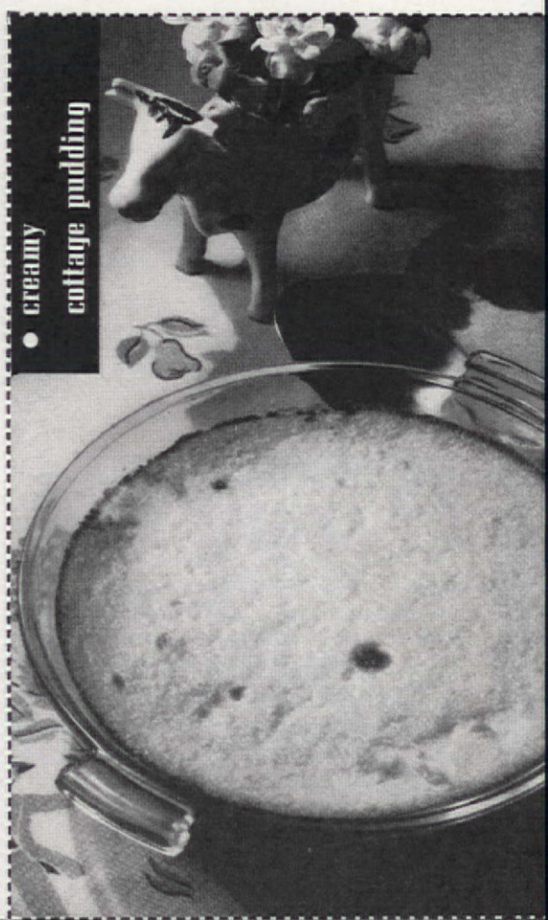
H. Armstrong Roberts

Coaxing, nagging or threatening to get a child to drink his milk only make him dislike it all the more. A much better way is to slip it into delicious recipes

the session ends with his being upset digestively, your being a nervous wreck, and perhaps a milk bath for you both. You can't *make* any child drink his milk, and it is a waste of energy to try. Besides, there are really many ways of serving milk that make it a treat instead of an issue.

A child who balks at drinking plain milk may surprise you with his hearty approval of the same beverage only slightly disguised. Sometimes the addition of molasses or maple syrup is enough to turn the trick. A spoonful of crushed berries or a banana gives the drink an entirely different and delicious flavor. Lemon eggnog is certain to win favor. While the weather is still warm, you can make ice cream sodas at home simply by adding one-fourth cup of gingerale, one tablespoonful of chocolate syrup, and a ball of ice cream to the milk. Then, as cold weather comes on, serve hot chocolate topped with a marshmallow with lunch or for the mid-afternoon snack with homemade cookies or crackers.

Such beverages will appeal, also, to the older members of the family, who need at least one pint of milk a day but who often are quite as



• creamy cottage pudding

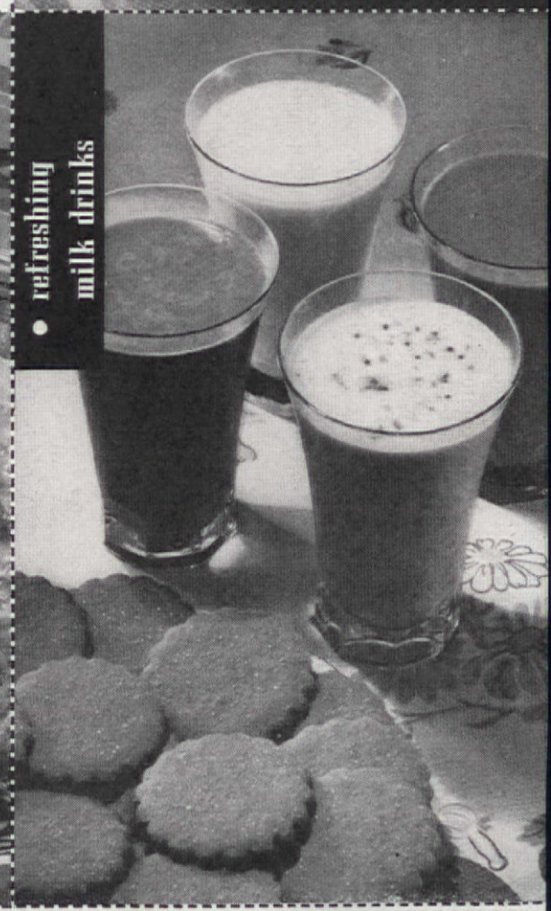
Photographs by F. M. Demarest *Recipe printed on back of each photograph*



• corn relish



• macaroni luncheon ring



• refreshing milk drinks

• refreshing milk drinks

Chocolate milk soda—mix 1-2 tbs. chocolate syrup, ½ cup gingerale, 1 cup milk together, add a scoop of your favorite ice cream.

Lemon or orange egg nog—combine 1 well beaten egg with 3 tbs. lemon juice, 1 tbs. sugar and add to 1 cup milk, mixing thoroughly.

Molasses mocha milk—mix 1 tbs. molasses, 1 tbs. coffee, 1 tsp. sugar, 1 cup milk together.

Fruit milk shake—combine 2-3 tbs. crushed fruit with 2 tsp. sugar, add to 1 cup milk; chill and serve.

Maple or butterscotch drink—mix 1-2 tbs. maple or butterscotch syrup with 1 cup of milk, add a dash of lemon flavoring and beat thoroughly.

Banana fluff—mix ½ cup mashed bananas with 1 tbs. orange juice and 1 tbs. honey, add to 1 cup milk and beat with a rotary egg beater until smooth.

Cranberry delight—½ cup cranberry juice, 1 tsp. sugar and 1 cup milk mixed together.

NOTE: *Most of the milk drinks are for 1-2 servings.*

Tested in THE AMERICAN HOME KITCHEN

• macaroni luncheon ring

Preparation time: 90 min.

1½ cups uncooked elbow macaroni
1½ cups scalded milk
1 cup bread crumbs
1 green pepper chopped
1 tbs. chopped parsley
2 tbs. onion chopped
1 tsp. salt
1 tsp. Worcestershire sauce
½ cup grated American cheese
3 eggs well beaten

COOK macaroni in boiling salted water until tender. Drain. Mix together scalded milk, bread crumbs, chopped pepper, parsley, onion and grated cheese. Add macaroni and season with salt and Worcestershire sauce. Place in a well greased ring mold and bake in a 350°F oven for 40 minutes. While ring is baking prepare sauce to serve with it.

seafood sauce:

4 tbs. butter or margarine
1 cup sliced mushrooms
1 tbs. chopped green pepper
2 tbs. chopped onion
4 tbs. flour
2 cups milk
½ tsp. salt
⅛ tsp. pepper
¼ tsp. celery salt
2 cups cooked fish flaked (tuna, cod, crab, or shrimp)
2 tbs. chopped parsley

Melt butter in a double boiler, add mushrooms, green pepper, onion and saute for 5 minutes. Stir in flour, salt, celery salt and pepper. When well blended, add milk slowly, stirring constantly until mixture thickens. Add flaked fish and chopped parsley. Pour into the center of macaroni ring and serve piping hot.

Serves 6-8 ***428 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN

• corn relish

Preparation time: 90 min.

1 doz. ears of corn (6 cups kernel corn)
2 medium onions chopped
2 medium green peppers chopped
1 red pepper chopped
¾ cup of chopped cabbage
2 tbs. salt
½ tsp. pepper
1 tbs. celery seed
1 tbs. dry mustard
1 cup sugar
1¾ cup vinegar

CUT corn from cob; mix with chopped onions, peppers and cabbage, pour into a saucepan. Add seasonings, sugar and vinegar. Cook slowly for one hour stirring occasionally. Turn into sterilized jars and seal at once.

Yields: 5 half pint jars

Recipe submitted by
Mrs. John Brockey

Tested in THE AMERICAN HOME KITCHEN

• creamy cottage pudding

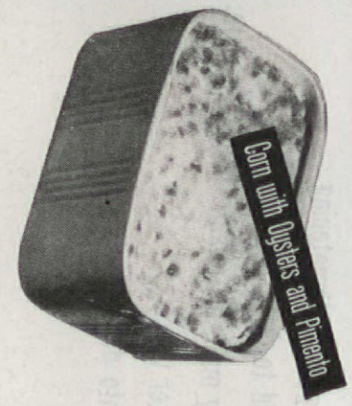
Preparation time: 90 min.

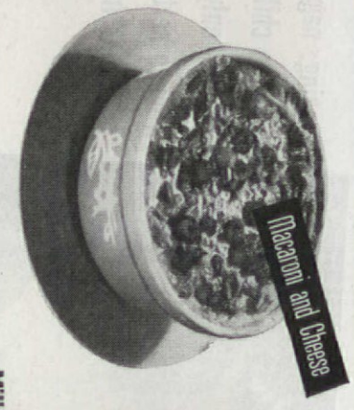
1 lb. cottage cheese
½ cup milk
½ cup light cream
4 eggs well beaten
¾ cup sugar
¼ tsp. salt
1 tsp. vanilla
1 cup crushed fruit (pineapple, peaches, apples)

MIX together well beaten eggs, milk, cream, sugar, salt and vanilla. Force cheese through a sieve three times and then add to the first mixture. Place a layer of crushed pineapple or other fruit in the bottom of casserole; add cheese mixture and set in a pan of hot water, bake in a 350°F. oven for 60 minutes until set.

Serves 6 ***221 cal. per serving*** ***Source of vitamins A, B complex***

Tested in THE AMERICAN HOME KITCHEN













Milk, the most nearly perfect food in itself, is one of the most versatile ingredients, as good in the last course as in the first. For proof: these six, top-flight recipes from our basic recipe file

opposed to milk-drinking as little Johnny or Janet. Besides the beverages, there are many tempting recipes that are largely milk and, fortunately, eating milk is equivalent nutritionally to drinking it. Start cooking with milk. In this way, milk can be given its rightful place in the family fare with no arguments, no necessity for sales talks on your part. In fact, some of these recipes will become favorites with the entire family. They will ask for these dishes and will expect liberal servings—with second helpings.

Puddings, custards, sherbets, soups, and casserole dishes all make use of milk in considerable quantities. Our recipe page this month features a Creamy Cottage Cheese Pudding, made with cottage cheese, eggs, milk, and a layer of fruit. Just see if everyone doesn't rave about its unusual flavor! This is a light but highly nutritious dessert, chock-full of the essential vitamins, minerals, and protein—*and good.* Another milk dessert recipe you will want to try is the Chocolate Chip Pudding. While it is still ice cream weather, you might serve this dessert fairly frequently. Plain vanilla cream is easy to make and hard to beat for popularity in any child's language. If you want to dress it up, you can make a sauce of crushed fresh fruit or berries.

Getting your family to take their daily quota of milk need not be a problem. As you may have discovered, coaxing or nagging is definitely *not* the way. If they don't like milk plain, serve it in beverages and cook with it. And, WARNING: Don't point out to them how they like milk, after all! That might spoil everything.

Photograph printed on back of each recipe

"Wonder what Mary is serving ...besides cauliflower?"



An embarrassing moment

...never experienced by owners of EMERSON-ELECTRIC Kitchen Ventilators

A preview is all right for the movies—but *not* for a meal. There's nothing quite so embarrassing to a hostess as cooking odors in the living rooms. It impairs the enjoyment of well-prepared foods, and many such odors remain long after the meal has been served.

An Emerson-Electric Kitchen Ventilator takes care of this problem quietly, easily and efficiently—whisking cooking odors, excessive heat and greasy vapors out of the house in double-quick time.

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Emerson-Electric Kitchen Ventilators will again be available when the Government releases necessary materials and permits manufacturing. Mary and countless other homemakers are planning for cool, pleasant, comfortable kitchens in their peacetime homes.

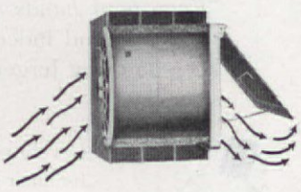
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HOW IT WORKS

Side view of an Emerson-Electric Ventilator showing how greasy vapors, cooking odors and excessive heat are removed from the home.



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I counted the hours, dear

"EXPECT ME THE FIFTEENTH," your wire said.

Oh, darling, you'd been away so long!

So much to do to have things ready for you. I almost forgot about my hands. Until I suddenly saw them, grimy and rough. "Watery" jobs do take the natural softeners from the skin.

How I ran for my Jergens Lotion. Used my Jergens faithfully. And my hands—well—you kissed my hands, darling, in the way I'll always love.

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Kitchen Downpour for a Bride!



MARGUERITE ASPINWALL
Sketches by Clare McCanna



IF THE bride or the bride-to-be in your circle is going to keep house, she will need kitchen utensils many of which will be as difficult to obtain as the proverbial nylons. You couldn't do better than to give her a kitchen shower and, in addition to the new gifts, try to include some precious hand-me-downs in good condition, such as an aluminum saucepan or a gadget that isn't being manufactured for the duration. It's possible that you have a duplicate or two in your own cupboards. Someone may have a well-stocked relative on the distaff side, mother or aunt, who can be beguiled into parting with one of her utensils. While you are all together, make up the list of new gifts to prevent duplications. At one party of this kind, a member of the Shower Committee who has the knack of rhyming, wrote a "K.P. Primer" for the bride, with each letter of the alphabet corresponding to a gift conspicuously marked with the same letter and giving a riddle which referred to the contents. Before she could open the package, she had to guess the contents. When she missed, the package was put aside for opening later. The last two letters, Y and Z, were reserved for a large caterer's box, containing a white-iced cake decorated with a bride doing "kitchen police." The chairs for the party were arranged in rows, as in a school room, the hostess acted as teacher, and the other friends as the class, while the guest of honor recited from her primer.

Recipe for this "guess bag" centerpiece—1 potato masher for body, 1 dish mop for hair, 1 dish towel for the veil, and stand in a flower pot



Besides sugar and spice, this K. P. cake contains coins, thimbles and such

SUSAN JONES MEDLOCK has a clever centerpiece suggestion that will have everyone guessing. The bride for the center of the tea table can be made of kitchen equipment—a potato masher for the body, a dish mop for her hair, a dish towel for the veil, and her "only ornament" a tiny rolling pin. She can be made to stand in a small flower pot weighted with





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ARMY-NAVY "E"

pebbles. She should be posed under some bower of foliage and flowers, with ribbons attached to the veil leading to the guests' places and ending at tiny bags with "What am I?" written on the outside, and filled with rice, grits, meal, peas, coffee, tea, etc., which can be guessed from the feel. The first to guess correctly gets first prize.

BLANCHE WHEELER believes in expanding the kitchen theme for a "pantry shower," with jams and tidbits for hor d'oeuvres for the gifts; or a "pound shower" with a pound of this and that; or even a "bottle shower" which could mean anything from Worcestershire sauce to the mixings for a delicious drink.

But let's get on with the "K.P. Primer" party. . . . The letters Y and Z conveyed general felicitations, and when the cake was cut, it proved to have various amusing fortune-telling trinkets mixed in with the usual ingredients: a wee wedding ring, a silver coin, the old maid's silver thimble, a silver horseshoe for luck, and a wishbone to make the finder's "dearest wish come true." At the feet of the doll bride were miniature dishes and utensils—whatever could be found in toy shops or begged from young sisters and nieces. After the cake and coffee, the crowd settled down to an afternoon of bridge and whenever the guest of honor was dummy she was allowed to open one of the packages she had missed guessing in "class."

Here are the jingles to go by:

A is your K.P. fatigue uniform,
B keeps a good Boston recipe warm;
C's what you'll go by from morning till night,
D after meals is a housewifely rite.
E keeps your husband's ties tidily pressed.
F sizzles loudly, with buttery zest.
G for the *gadgets* all good cooks endorse,
H holds your laundry—that's easy, of course.
I for long drinks, e'er the hot weather passes,
J for the "makings" to go in those glasses.
K is so keen you must 'ware how it uses you,
L casts a light on the task that confuses you
M comes in nests which you'll find indispensable,
N keeps you out of a state reprehensible.
O will take care of your baking for years,
P's for the cup that so blamelessly cheers.
Q for the bouts of home-canning you face;
R turns around in a very cold place.
S you will need—half a dozen, we'd say,
T can be used at least once ev'ry day.
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V for a vigilant eye on your dinner.
W whistles—whatever betide.
X gives some *x-cellent* advice to a bride.
Y is for *you,* may your joy never cease!
Z for your zeal doing *KITCHEN POLICE* . . .

When the packages were opened, their contents checked with the "K.P. Primer": A—her K.P. fatigue uniform, was an *a*pron. B—a set of individual *b*aked-*b*ean pots. (Beans being a good dish in these days of meat shortages). C—a kitchen *c*lock. *D*-after-meals—a set of hand-hemmed *d*ish towels. E—an *e*lectric tie-presser. F—two sizes of *f*rying pans. G—a collection of "*g*adgets," including cork screw, can opener, kitchen scissors, apple corer, cooky cutters, etc. H—a small laundry *h*amper, painted white. I—set of *i*ce-cube makers, trays for her refrigerator. J—*j*uice-extractor. K—*k*itchen *k*nives, from bread size to small, sharp paring knife. L—pin-up *l*amp, to go over her kitchen table. M—nest of *m*ixing-bowls in assorted sizes. N—half a dozen gaily bordered tea-size *n*apkins. O—several pieces of "*o*venware"—heat-proof pottery casseroles and baking dishes, in pretty, warm colors. P—a coffee *p*ercolator. Q—*q*uart Mason jars—a whole dozen. R—*r*evolving *r*efrigerator set; covered glass dishes to keep food cold. S—*s*auce pans (a generous array including precious aluminum). T—*t*ea pot; with sugar and cream companions. U—*u*tility dish, of glass, large enough to hold a roast, for storage in refrigerator. V—"*v*isible cooking" utensils, sauce pan and soup pot, with the new heat-proof glass lids through which the cook can observe the progress of her culinary efforts, painlessly. W—a *w*histling tea kettle; and the *X-cellent* advice to a bride was a set of basic recipes.

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When iron-rich BOSCO is added, milk becomes a delicious treat

Children love milk when it's enriched with wonderful tasting, chocolate flavored Bosco. And mothers approve of the extra Iron and Vitamin D... it adds to their youngsters' diets. Remember four teaspoonfuls of Bosco in milk supply the full minimum daily requirement of these two important elements.

★ *War conditions may prevent your grocer giving you all the Bosco you want. When this happens, please ask for it again and be patient if he is temporarily out of stock.*





Does Father make his breakfast? *Nescafé will save him time and trouble . . . give him the grandest cup of coffee he's ever tasted.*

A teaspoonful in a cup
Add hot water it's ready



A quick cup of

FULL FLAVORED COFFEE

—that's Nescafé

THE ARMED FORCES CONTINUE TO TAKE NEARLY ALL THE NESCAFÉ WE MANUFACTURE.

Small quantities are available for civilians . . . and grocers have Nescafé occasionally.

FULL FLAVORED, because in Nescafé all the aroma and flavor of freshly roasted coffee are "sealed in" by added carbohydrates, a distinctive process developed by Nestlé's. In Nescafé, *all* the fragrance, goodness and stimulation of fine coffee are preserved for you, roaster fresh, until released in your cup.

And Nescafé is *so* easy to prepare . . . a coffee extract, powdered for your convenience, it saves *so* much time and work. There's no coffee maker to get ready or to clean, no grounds to dispose of. Each cup is made to individual taste, always delicious, always the same.

Nescafé is economical, too, especially so as you make only the amount you want... you get all the advantages of Nescafé for about 1¢ per cup.



NESCAFÉ (PRONOUNCED NES-CAFAY) IS A NESTLÉ PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR.

AWARDED SUNBURY NESCAFÉ PLANT

NESTLÉ'S MILK PRODUCTS, INC. • NEW YORK, U. S. A.

ARE YOU "Point Drunk"?



Photographs, U. S. Department of Agriculture

JULIETTA K. ARTHUR

The shopper who is preoccupied with points cannot keep an eye on the scales to guard against short-changing in weight. This carelessness figures in the increase in marketing violations

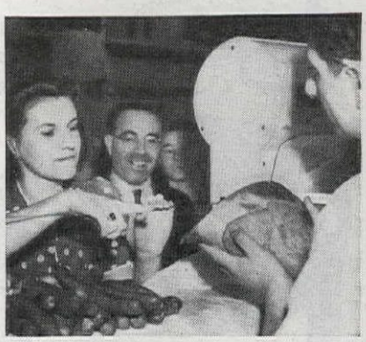
FROM plough to plate, we wasteful Americans lose 20% to 30% of all the food we produce. Even war shortages and rationing haven't stopped us. Last year we threw away more than we need this year to feed our invading armies, chiefly the bits and driblets that go into garbage cans every day, multiplied by our 34,000,000 families and by 55,000,000 meals eaten daily in restaurants. Now for the first time statisticians have a new set of figures. They say we not only waste twice as much good food as we need to send to our allies—we waste our shopping money, too.

"Point-drunk" they call us, in the War Food Administration offices. According to the Weights and Measures inspectors in the forty-eight states, most of us don't bother to ask the price; we just say, "How many points will it take?"

The result is we are not only eating into wartime wages with abandon, but every time we neglect to look at scales when we shop, we not only run the risk of being short-changed on weight, but we are helping break down the painful process of education of buyers and sellers which has been going on for years, undermining the slow work built by men and women we helped appoint in our own state, county and city governments to protect us.

Don't lean back in your armchair and say, "I've been shopping with my corner grocer for years; I know John wouldn't cheat me!"

Probably John wouldn't. But his





Being able to see the difference between grades of meat makes for better buys and marketing thrift



Hello, Toothless!

WONDER what those new teeth will look like when they come in! Nutritionists realize that to insure sound teeth and strong, straight bones...growing fellas like you need EXTRA CALCIUM...*considerably more* than just the minimum governmental requirement! Have *you* been getting it?

DOES your Mom know about giving you Cocomalt with your meals? Say! Cocomalt* is so rich in calcium, it makes three glasses of milk equal a whole quart in calcium value...gives you that important "extra"! (Also extra iron, phosphorus, and Vitamin B_1 and your day's need of Vitamin D!)

And boy, will you love luscious, chocolatey Cocomalt! Better ask Mom to get a jar *today!*

**2 heaping teaspoons in 8-oz. glass of milk*



For EXTRA Calcium!

Cocomalt

new clerk might—or he may not have been on the job long enough to learn his business, or yours.

Weights and Measures Inspectors believe part of your job and mine is to help an honest merchant combat uncontrolled chiselers and swindlers that give grocers and butchers cutthroat competition. If



New Yorkers buy 19% of the meat, fruit, and vegetables produced in the United States. Here a housewife is joined by a city inspector for a check on weight

this sounds like tall talking, just take a quick look at violations in just one state—maybe it's yours—typical of those which have mounted with dizzy swiftness since war broke out:

1939-1940	..violations,	8605
1940-1941	.. "	9204
1941-1942	.. "	10035

The 1943 report hasn't been submitted yet, but it's safe to say the sum total of housewives' carelessness—and the blame is squarely on our own shoulders—will make it even higher.

To drive the point home, listen to what one Inspector says about the way to check the penny-waste:

"If the buying-public were as particular in checking quantity received as they are in checking their ration points and counting their change, it would relieve Weights and Measures officials of one of their greatest wartime problems, and benefit merchants, who suffer most of all from the post-graduate course they've had to take in price ceilings and ration stamps."

In other words even your Honest John is liable to make a mistake—and admits he does—under the handicap of short "green" help and scarce merchandise. If you remember that every time you shrug your shoulders at a penny's fall, you're taking it out of the country's pocket when it needs every cent to



HOME CANNED FLAVOR
difficult to duplicate!

WHEN *you* put up your own fruits and vegetables you don't strive to please the tastes of people from Maine to California. No Ma'am! You can to suit *your* taste. The result? Delicious foods you serve without apology and with praise aplenty. And you save precious ration points and money.

Can easily and successfully with BALL Jars, the choice of home canners for more than 60 years. Join the parade of wise women converting Victory Gardens into Victory Pantries.

Zinc Porcelain-lined Cap
Vacu-Seal (2-piece metal cap)
Ideal (all-glass jar)
No. 10 Glass Top Seal



BALL BROTHERS COMPANY
Muncie, Indiana, U. S. A.

Ball **BLUE BOOK**

FOLLOW INSTRUCTIONS CAREFULLY

Canning success is assured by following instructions in leaflet in each box of jars. For complete canning methods and recipes send 10c for the famous BALL BLUE BOOK.



AMERICAN CENTRAL MANUFACTURING CORPORATION



A kitchen of today

THE AMERICAN WAY

AMERICAN CENTRAL

MANUFACTURING CORPORATION

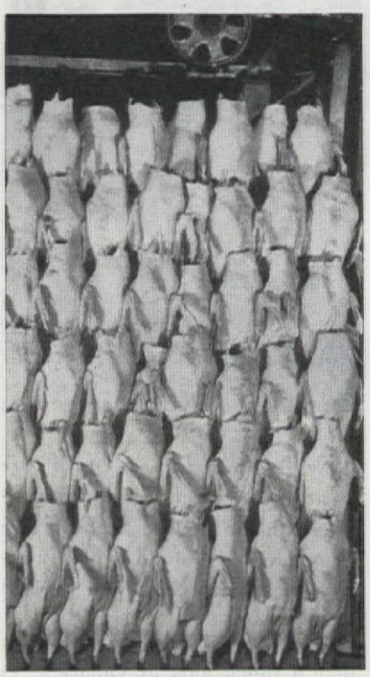
CONNERSVILLE, INDIANA

MANUFACTURERS TO INDUSTRY AND THE AMERICAN HOME

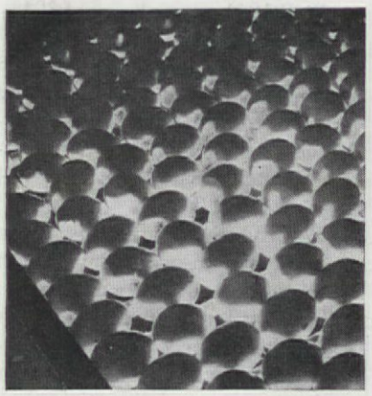
wage a war we have to pay for, it won't be difficult to help harassed inspectors keep up a standard it's dangerous to lower now.

Do become weight and measure-minded. Stand in front of the scale when you make a purchase and look at the indicator to see that it registers what you are paying for. Look at your ration book later.

Don't order by telephone unless you are compelled to use this short-cut. A careless grocer's boy or a short-minded clerk may cost you ounces on your roast beef. If you must order through someone else instead of doing your own marketing, get a kitchen scale. They are still obtainable. You don't need to weigh every pound that comes into the house, but do check your parcels occasionally—and don't fail to let your butcher



These elegant ducks were graded by the Farmers Commission House. Of course there will be an extra charge for such service



Color has nothing to do with the nutritional value or taste of an egg but white eggs are thought to be better, may increase price

If Your Child
CAN'T GAIN WEIGHT



try giving him Ovaltine

SCIENCE has proved there are certain food elements everyone needs for health. If there aren't enough of them in a child's food, serious things happen, such as *poor appetite*—faulty nerves, bad teeth—perhaps worse! Stunted growth, soft bones, defective eyesight.

Ovaltine supplies food elements frequently deficient in ordinary diets. Three glasses daily, made with milk as directed, provide a child's full minimum requirement of appetite Vitamin B_1, Vitamins A, D and G, and Minerals Calcium, Phosphorus and Iron—also supply niacin, pantothenic acid, pyridoxine. In addition it provides the *basic* food substances—complete proteins to build muscle, nerve and body cells—high-energy foods for vitality and endurance. It thus acts as an insurance against food deficiencies that retard appetite and normal growth.

So—if your child eats poorly, hates vegetables, or is thin and nervous, turn to Ovaltine.

OVALTINE

KILLS ROACHES
WATERBUGS - CRICKETS - SILVERFISH
Insects eat bait in protective tube and die. Nothing to mix, spray or dust. Protects food, clothing, rugs, etc. from insect damage. Clean. Odorless. Long lasting. 35c pkg. Three pkgs. postpaid for $1, if your dealer has none. De Soto Chemical Co., 1054 De Soto Ave., Arcadia, Fla.



REMEMBER THE CHORE GIRL!



● Famous knitted copper pot-cleaning ball. She'll be back again . . . when copper's available.

METAL TEXTILE CORPORATION Orange, N.J., U.S.A.

The Dennison Handy Helper says:
BEFORE YOU PARK IT, LABEL IT... MARK IT
Dennison
GUMMED LABELS



YOU NEED THESE, TOO!
Transparent Mending Tape • Mailing Labels
Gummed Reinforcements • PRES-a-ply Labels
Index Tabs • Shipping Tags • Crepe Paper
DENNISON MFG. CO., Framingham, Mass.

THE JONESES HAVE A *Septic Tank*

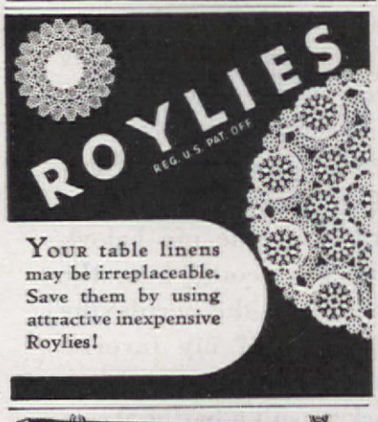


But of course Mrs. Jones doesn't scrub her toilet bowl to get it clean! Like thousands of other women, she has learned that *Sani-Flush is absolutely safe in septic tanks.* She uses it just as city housewives do, to remove ugly stains, quickly and easily.

Unlike ordinary cleansers, Sani-Flush works *chemically*. It cleans the hidden trap—removes a cause of toilet odors and the invisible, unsanitary film where toilet germs lurk. No special disinfectants are needed. Begin using Sani-Flush today. Sold everywhere—two handy sizes.

FREE! Let us send you a scientific report explaining why Sani-Flush, used as directed on the can, doesn't harm septic tanks or their action. It's free. Address The Hygienic Products Co., Dept. X-2, Canton 2, O.

Sani-Flush
SAFE FOR SEPTIC TANKS



YOUR table linens may be irreplaceable. Save them by using attractive inexpensive Roylies!



and your grocer know you are this type of careful buyer.

Do go to stores yourself, and to your fishmarkets if your town has them. Select your own vegetables and meat and see that you get what you have chosen. Ask the price, as well as the points, and don't be hurried into careless buying and forget to watch the scales.

Don't buy from peddlers or pushcarts, particularly when you don't know their owners. The scales they carry are almost always old, may not be correct—or can be made less so with little difficulty.

Do buy packaged goods and not bulked commodities; the latter is often a slipshod road to underweight. Generally speaking, nationally advertised brands have a reputation they live up to not only in quality standards but in weight.

Don't buy packaged goods when you don't know the packer.

Do cooperate with your local weights and measures inspectors. They have to watch ceiling prices now too, in most instances, but they still want you to report violations. The War Food Administration asked a nation-wide question about consumer cooperation with weights and measures offices. On that question your national average was about zero. Although a majority of the inspectors say there are more infringements of the laws now than before the war, your cooperation is less. Only two states said you are "good," and two said you are "improving." The rest said, you are uninterested.

Yet, as one matter-of-fact Southern inspector puts it, "there is no difference in being short-weighted and short-changed."

Don't be afraid of offending your favorite storekeeper by insisting on having your purchases weighed in his presence. Practically all cash registers bear the sign on their front, "Count your change" which does not reflect on the cashier but is a reminder that mistakes can and do happen. Any good merchant believes it is better for buyers to know they have been receiving the right quantity than to have customers suspect they did not receive what they paid for.

Finally, you can get some pertinent advice from a letter written by President George Washington, in 1794. To the steward whom he was engaging to oversee his Mount Vernon home he wrote, "The morning is the proper time for marketing. Let it be the rule therefore to go thither early and know your wants; provide accordingly." And he added, see that which is provided "be not suffered to spoil."



Portrait of a Patriot
SUMMER 1944

WAR FOOD FIGHTS for Freedom

She'll have Jams and Jellies to serve next winter—made the fruit-saving certain way . . . with Certo

● Time's a-wasting. Plentiful fruits will be gone soon—*and are there bare spots in your jelly cupboard?* Let's do something about them—quick. It's *easy*, with Certo . . .

(a) **Only ½-minute boil for jelly**—a minute for jam—does the trick. You're through . . . your jelly poured and paraffined . . . fifteen minutes after the fruit is prepared!

(b) **No worry about results!** With Certo, all fruits jell just right. Just follow your Certo recipes exactly—90 of them in the book that comes with each bottle tell you just how to handle each kind of fruit.

(c) **Minimum kitchen heat . . . maximum jelly flavor!** Grandma's hot-faced, leg-weary kettle-watching is not for Certo jelly makers! The modern short-boil method, with Certo, saves you, saves fuel, *saves the appetizing fresh color and flavor of the fruit.* So your jellies aren't just easier to make than grandma's—they're prettier, and they taste better, too!

CERTO
helps you Save the Fruit

Short-boil method, with Certo, yields 4-GLASS BONUS!

You don't boil the juice away, so this modern method gives you 11 glasses instead of the 7 you'd get the old way from the same amount of juice. Think of it—*4 extra glasses* of delicious fruit nourishment to eke out rationed spreads and cheer up next winter's meals and lunch boxes! It adds up, girls—it adds up.



A Product of General Foods



Monthly daintiness some women have never known



This is the first generation to know the daintiness which the Tampax method of sanitary protection provides. Millions of women have found out how conveniently Tampax clears away some of the monthly troubles. If you haven't yet made this Tampax discovery, don't delay another month!

The main "difference" is that you wear Tampax *internally*—and thereby you eliminate the external pad and the belt. No bulk can show. No chafing at all. And no odor... So Tampax makes those "trying days" as dainty as possible and as near like other times of the month as you could hope.

Tampax is made of pure cotton, compressed in applicators and perfected by a doctor for women's special use. Changing is quick—disposal easy. *Three absorbencies* (Regular, Super, Junior) to suit individual needs. Sold at drug stores and notion counters. A whole month's supply will go into your purse. Economy box contains 4 months' supply (average). Tampax Incorporated, Palmer, Mass.

3 Absorbencies
REGULAR
SUPER JUNIOR

Guaranteed by Good Housekeeping

Accepted for Advertising by the Journal of the American Medical Association





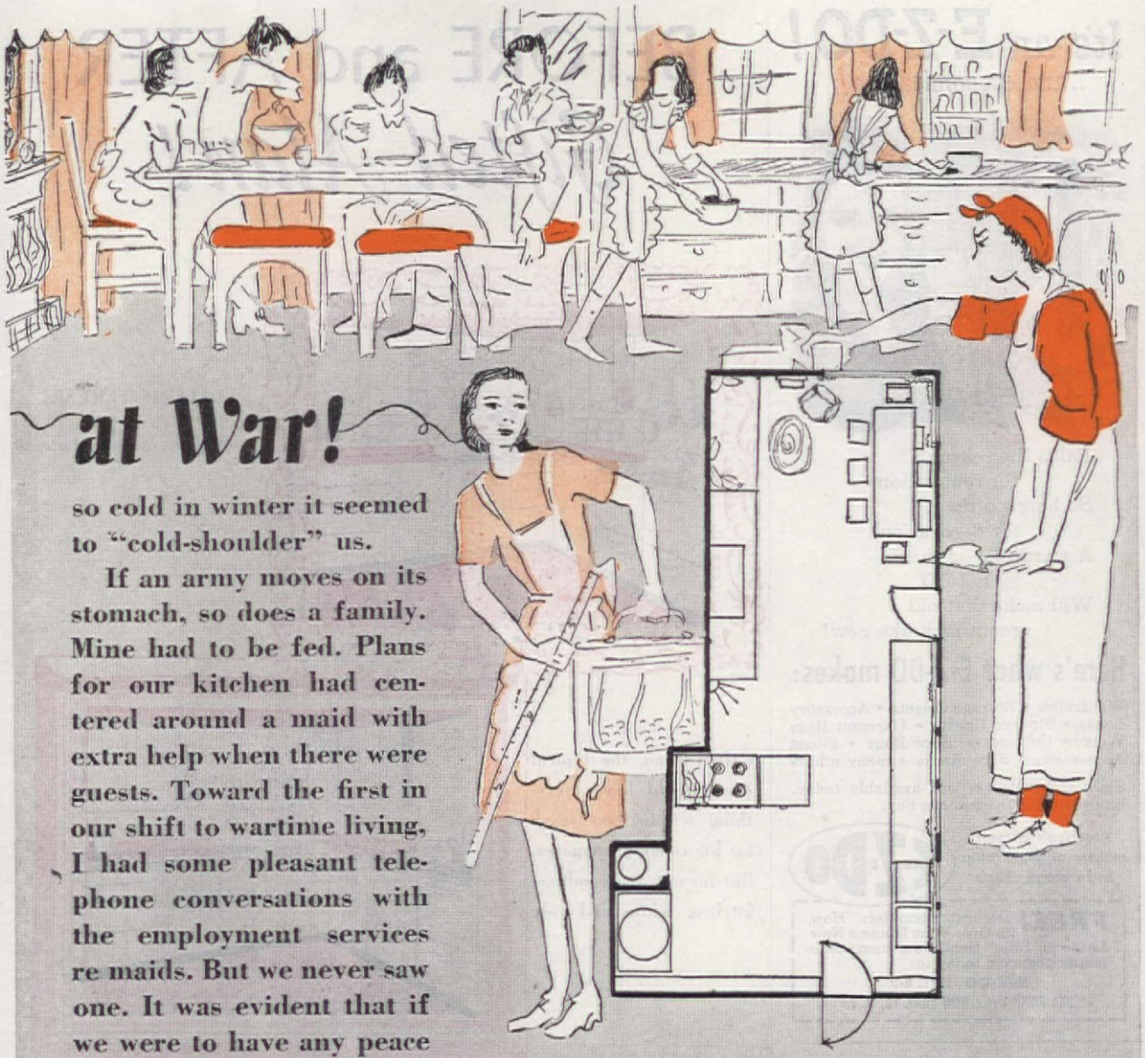
Our Kitchen

JUDITH HORTON
Sketches by the author

It was a battle to make our kitchen into the refueling base for a family throwing their energies into a dozen home front activities. Pa would ask for an early dinner—special meeting of his bond committee; Mary wouldn't want any—canteen; Joan couldn't eat earlier than usual but she'd have to dash—aviation ground school; somebody would have to stop Pete and Bill from snapping dish towels at each other—it's ROTC drill night!

Dining at an entirely different tempo would be our guests—the army, the navy, and Aunt Sue who had missed her bus. We no longer had guests now and then. We had them all the time. We liked having them. But the maid's table couldn't even be stretched to service for our six. And by some psychic accord everyone who pitched in to help—which was everyone on the scene—would stack the dishes from the table, not in either of the the two sinks, but on the vegetable drain board. For the long hours on the cookstove watch, there wasn't a comfortable place to sit down within forty feet. There were no books to pick up while the pie baked, no radio so I could hear the news or follow the perplexing predicaments of my favorite heroine if I'd had one. When the work wasn't a battle, it was an unmitigated chore! And to cap everything, the room was





at War!

so cold in winter it seemed to "cold-shoulder" us.

If an army moves on its stomach, so does a family. Mine had to be fed. Plans for our kitchen had centered around a maid with extra help when there were guests. Toward the first in our shift to wartime living, I had some pleasant telephone conversations with the employment services re maids. But we never saw one. It was evident that if we were to have any peace in our kitchen, we would have to convert it to our changed needs. With some thought and a little elbow grease, we have succeeded and are quite astonished at the improvement. The work goes smoothly and, instead of hectic confusion, everything is very orderly and restful for the whole family.

By shifting the heavy electric refrigerator and gas range, we made space for a gas fireplace, one of those old cast iron fender types, to heat our relaxation corner. We removed four square feet of brick from around the little window to let in more light. We built shelves for books and the radio and put in a long wooden table with benches and chairs, a stuffed chair for Pa, and a couch for me! Blue slip covers and a rag rug on yellow linoleum make it an attractive as well as restful work room.

It certainly gave us peace on the Kitchenfront!



Compliments on her coffee are old, old stories!



She owns a KitchenAid Coffee Mill! That's just another way of saying she serves the finest coffee around, because coffee with flavor and aroma *freshly released from the bean* simply can't be equalled.

And her KitchenAid Coffee Mill makes it so easily! A flip of the switch, and *correctly* ground coffee pours into the measuring glass—*instantly* ready to be brewed into finer coffee before the delicious freshness has a chance to disappear. No wonder she treasures her KitchenAid!

And no wonder you and her other friends envy her its ease and pleasure. Perhaps you had intended to buy one yourself . . . . when wartime demands made us convert production to more essential needs. You can still plan to enjoy fresher, finer coffee after V-Day. We'll have *your* KitchenAid ready for delivery just as soon as possible.

TWO KITCHENAIDS

COFFEE MILL—for perfect flavor and aroma from *fresh-ground* coffee.

MIXER—super-powered for 28 different kitchen duties.



KITCHENAID

The Hobart Manufacturing Co.
KitchenAid Division • Troy, Ohio



Something to sing about!

Sing a song of 6 cents . . .
That's all it costs to buy
9 full feet of ROYLEDGE
To make your shelves look spry.

No tacks, no laundering, the "doubl-edge" won't curl—and it's so lasting.

Royledge

SHELVING 9 FT. 6¢

It's an E-Z-DO!
..and economical too!



Fall's the season
for renovation
So here's a tip
for decoration
A wardrobe or chest
by E-Z-DO
Will make that old
room look like new!

Here's what E-Z-DO makes:

Wardrobes • Storage Closets • Accessory Boxes • Storage Chests • Garment Bags Window Cornices • Shoe Bags • Closet Accessories • Shoe Racks • many others

Some E-Z-DO's are not available today. Enjoy the E-Z-DO you *can* buy.

America's Largest makers of wardrobes and storage chests

E-Z-DO

FREE! Decorator booklet: "How to Give Your Home a New Lease on Life." Send your name on a penny postcard today to:
E-Z-DO, DEPT. A-9
261 FIFTH AVE., NEW YORK 16, N. Y.

BEFORE and AFTER *Gifted Alan!*





MARIE-TERESE

Sketches, Dorothy Porter

Gifted Alan, the typical man, would have everything within easy reach for his cooking rampages. But for me, a streamlined kitchen, white and tidy

ALAN belongs to that fast-growing army of amateur chefs who just love to cook. Outdoor cookery is really his forte, since he displays a special technique at preparing clambakes and barbecues, and brews a magic savory deliciousness into a caldron of chowder or mulligatawny. But (I admit this readily, though with a sigh), Alan is also an artist at the gas range. Turn him loose in a kitchen and he beams. At the drop of a hat he is out there whipping up this or that, or concocting some new dish guaranteed to please eyes and palate alike. Even Crosby Gaige, most professional of amateur chefs, would, I am sure, doff his hat in gourmetic appreciation of Alan's Chicken Paprika or his Eggs Benedict. He knows instinctively what foods and ingredients have an affinity for one another. And as for his ability to season and flavor—well—aahh—uuummmuuummm! To Alan good food is always something beautiful, and cooking it, a highly specialized art—a joy forever.

For the records, however, I want to say that Alan's Minerva-like attributes end right there. Nothing else of homelore interests him. He is entirely indifferent to other important departments of homemaking, with all the little tricks and fancies involved. For Alan has a one-track mind. He concentrates on cooking and on getting perfect results. Once the inspired dish is a *fait accompli*, he is through with kitchens and wants no further part in the disorder he creates. And I don't know of anyone who can wreck a kitchen more completely, and in less time, than Alan. So when friends and others tell me how very lucky I am to have a husband who is so clever about the house and who can cook so well, I simply smile and agree that he does indeed make some



grand things to eat. But frankly, "All this—and heaven, too," would really be mine could I but have somebody generally to assist and follow my gifted husband about with a dish cloth when he goes berserk on one of his culinary "creations." Then I could really relax and enjoy it, I guess!

Nowadays Alan is fond of telling everyone—"When we get our little farmhouse, I'm going to have a specially-built kitchen all my own!" He doesn't know it, but it's going to be *outdoors* under the shade trees.



for in your post war kitchen, Victron Ventilation will whisk away the messy heat, the greasy grime . . . enable you to prepare meals in cool clean comfort . . . to be a *beautiful* cook and a charming hostess. And Victron Ventilation will preserve the beauty of the kitchen itself as well as the woman who cooks in it. Remember Victron Ventilation will cost but a small part of the bonds you are buying today, to buy better living tomorrow.

VICTOR ELECTRIC PRODUCTS, Inc.
Dept. AH-944, 2950 Robertson Ave.
Cincinnati 9, Ohio

An interesting booklet on Victron Ventilation is waiting for you. Write today.

Victron
INBILT KITCHEN VENTILATORS

THE BEST
is always worth waiting for...



THE MANNING-BOWMAN
"TOASTER WITH THE TESTER"

Watch for the return of the famous "Toaster with the Tester" and other top-quality Manning-Bowman appliances. They'll be back (soon we hope) when our production facilities are no longer needed by the armed forces.

No other toaster has the "tester" – an inspection device that enables you to get toast "just right." Set dial control, press down handle and in a jiffy up pop two perfect slices. No watching. No burning. And you can remove one piece without the other by simply lifting the handle—an exclusive feature. Low current cost. Remember...

Manning-Bowman
—Means Best
MERIDEN, CONN.

KEEP ON BUYING WAR BONDS!

PRINTED IN THE U. S. A. BY THE CUNEO PRESS, INC.

Sue Brown transforms bedroom

..wins citation from Navy Lieutenant





Salesman: SPRED is entirely different. It's actually an oil paint that thins with water. And it's so durable it will stand repeated washing. Look at these 11 unusually beautiful colors.

Sue: And you say it costs only $2.98 for an average room?



Sue: It's so *easy!* This SPRED goes on smooth as silk. And it is covering the wallpaper beautifully. Won't Jim be proud of me!



Jim: Darling, it's swell—a beautiful job. I'm lucky to have such a capable shipmate.

Sue: I couldn't have done it without SPRED. And it's so easy I'm going to do the living room next.

SPRED is Extra Durable

Will Stand Repeated Washing

SPRED is not to be confused with other water-mix paints. It is actually a new paint invention, made possible by an exclusive soy bean ingredient developed by Glidden. It is a first quality oil paint with important advantages.

7 SPRED Advantages:

- One coat covers most surfaces
- One gallon does average room
- Dries in 30 minutes
- No "painty" odor
- Durable. Will stand repeated washing
- Mixes with water
- 11 Beautiful colors

An OIL Paint that really mixes with water



FREE

SPRED colors are gorgeous. See them with your own eyes. Send for free set of eleven large color sample swatches. These swatches are not just approximate SPRED colors . . . They are actual samples of SPRED.

Mail Coupon Today!

THE GLIDDEN COMPANY, DEPT. B-9
CLEVELAND, OHIO

Please send me the eleven SPRED color swatches FREE.

Name_____

Address_____

City_____ State_____

Only $2.98 a Gallon

Slightly Higher in Rocky Mountain Area

A Soy Bean Paint Invented by THE GLIDDEN COMPANY

© 1944, The Glidden Company

YOU'LL ENJOY **BING CROSBY** IN **"GOING MY WAY"**... HIS LATEST PARAMOUNT PICTURE



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